

BACHELOR OF ARTS IN DIGITAL MARKETING



Prepares students for the expanding fields of digital marketing, analytics and social media as used in business and inspires ongoing learning to stay current with emerging tools. This major equips marketing students with cutting-edge knowledge to prepare them to meet the demands of the current marketing profession. It builds on management knowledge found in core business classes and then adds a concentrated focus of digital marketing and technology to develop student understanding of online marketing theories, application of digital strategies and the many facets of online marketing, from web and Google analytics to social media marketing. Will provide tools, skills and competencies necessary for students to add value to their companies' marketing communications and digital marketing strategies.

TARGET AUDIENCE:

Students with prior college credit who wish to take courses in an accelerated format to complete a bachelor's degree.

ADMISSION REQUIREMENTS:

- at least 12 semester hours from an accredited college or university;
- at least 2.0 gpa (on a 4.0 scale);
- free online application;
- official transcripts from all colleges attended.

Prospective students may scan/email unofficial transcripts for the initial evaluation.

COST:

\$550 per semester hour. Ask about scholarships.

APPLICATION PROCEDURE:

- Complete the free online application.
- Submit official transcripts from all colleges/universities attended.
- Upon evaluation and acceptance, students are referred to an advisor to discuss program options and orientation.

ACADEMIC CALENDAR:

Year-round calendar with six intensive sessions. Each session is seven weeks long and each class meets once per week.

DELIVERY MODE:

Face-to-face and online.

LOCATION(S) OF COURSES:

University Center facility in Grayslake

TEXTBOOK PURCHASE:

Texts are available online through North Park bookstore website.

TRANSFER POLICY:

- School of Professional Studies will accept up to 90 semester hours.
- Students must complete 50% of the major with North Park.
- A minimum grade of "C" or better is required to waive a course in the major. Courses are waived at the discretion of the major department faculty chair.
- North Park's residency requirement is 32 semester hours.

TOTAL HOURS NEEDED:

Minimum of 120 semester hours.

FINANCIAL AID INFO:

Financial Aid is available to those who qualify. Contact the Office of Student Administrative Services (773) 244-5560 for more information.

SPECIAL CHARACTERISTICS:

- North Park University is distinctively Christian, urban, and intercultural.
- Prior Learning Assessment (PLA) provides an opportunity to earn college credit for experiences that take place outside the classroom. Language fluency, work certifications, volunteer training, and a variety of other learning experiences can be used as the basis for a written project articulating what was learned.

CONTACT PERSON(S):

Jose-Jose Palma
Graduate and Adult Admissions
Phone: (773) 244-4577
Email: admissions-sps@northpark.edu

ADDRESS:

North Park University
Graduate and Adult Admissions
3225 W. Foster Ave.
Chicago, IL 60625

WEBSITE:

<http://www.northpark.edu/sps>

REQUIRED COURSES:

ORG 3034	Business Communications
ORG 4074	Leadership and Management
ORG 4094	Principles of Marketing
ORG 4120	Business Ethics
ISIT 3030	Information Systems in Organizations
BADM 3600	Digital and Social Media Marketing
ISIT 3040	Web Technologies and E-Commerce
ISIT 4010	Information Age Communications Technologies
BADM 3610	Digital Marketing Analytics
BADM 4400	Integrating Strategic Management

Total: 38 semester hours