

DIGITAL MARKETING

SCHOOL OF ARTS & SCIENCES

Digital marketing majors have the skills for today's rapidly changing workplace and are equipped for careers in any industry. Our graduates work in business, nonprofit organizations, health care and in governmental agencies. They become digital marketing coordinators, special event planners, patient advocates, community liaisons and more. Discover what a digital marketing major can do for you. Businesses leverage digital channels such as search engines, social media, email, and other websites to connect with current and prospective customers. This also includes communication through text or multimedia messages.

The digital marketing program prepares students with the training and communication skills they will need to implement marketing campaigns across multiple platforms. Integrated marketing professionals utilize marketing, advertising and communication practices to create effective strategies and tactics in a growing digital media environment.

New in 2025! - Reduced Credit 3-Year Program

Looking to earn your degree faster while saving on tuition? Our Reduced Credit 3 Year Programs* offer streamlined pathways to graduation, allowing you to complete your studies efficiently without sacrificing quality. A traditional bachelor's degree requires a minimum of 120 credits whereas these programs are 95 credits. Whether you're looking to advance in your career or transition into a new field, these programs provide the flexibility and support you need.

Why Digital Marketing at Mount Mary?

The Digital Marketing program at Mount Mary offers students a comprehensive array of skills and practical experience. In addition, the classes are hybrid allowing for students to take the courses on their own time and pace.

Career Opportunities

Job growth in the field of Digital Marketing is projected to grow at 10 percent, which is much faster than average over the next decade. Here are some potential career paths for those interested in the field of Digital Marketing:

- Social media marketing
- Search engine marketing
- Analytics
- Email Marketing
- Content management
- Mobile marketing
- Video marketing
- Interactive technology

INTERNSHIP OPPORTUNITIES

Enhance your skills. students at Mount Mary have completed internships at these organizations:

- AIDS Resource Center of Wisconsin
- Black Arts MKE
- Children's Hospital
- City of West Allis
- Easter Seals
- Harley-Davidson Motor Company
- Johnson Controls
- Kohl's
- Marcus Corporation
- Milwaukee County Zoo
- Multiple Sclerosis Society
- Northwestern Mutual
- Steele Pointe Homes
- Summerfest
- V100 Radio
- WISN-TV 12

LEARN MORE ONLINE

For additional information about Mount Mary University's exercise science major, please visit mtmary.edu/academics.

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EXAMPLE THREE-YEAR PLAN

DIGITAL MARKETING | 95 CREDITS

MAJOR		CORE		MINOR		ELECTIVES	
FRESHMAN YEAR							
FALL Courses				SPRING Courses			
FYS 100 First Year Seminar	3	ENG 120 College Research Writing			3		
ENG 110 Intro to College Writing	4	Artistic Inquiry Core			3		
COM 105 Professional Presentations	3	Civic Engagement Core			3		
MAT 105 Algebra I	4	COM 150 Introduction to Digital Marketing			3		
BUS 109 Data and Digital Literacy	3	Major Elective			3		
TOTAL		17 credits		TOTAL		15 credits	
SOPHOMORE YEAR							
FALL Courses				SPRING Courses			
Human Connection Core	3	Scientific Inquiry Core			3		
BUS 205 Personal Finance	3	Global Perspectives Core			3		
COM 201 Career Navigation Digital Mktg	3	COM 295 Lifecycle and Email Marketing			3		
COM 270 Integrated Marketing Communication	3	COM 340 Social Media Marketing			3		
COM 280 Going Viral & Growth Hacking	3	Elective			3		
Major Elective	3						
Major Elective		18 credits		TOTAL		15 credits	
JUNIOR YEAR							
FALL Courses				SPRING Courses			
COM 343 Persuasive Communication	3	Theology Course			3		
COM 430 Digital Marketing Analytics	3	COM 492 Digital Marketing Capstone			3		
ENG 419 Technical and Business Comms	3	COM 498 Internship			3		
Elective	3	Elective			3		
Elective	3	Elective			3		
TOTAL		15 credits		TOTAL		15 credits	

UPDATED AUGUST 2025

This example 3-year plan is intended to outline the number and types of courses a student might take in order to fulfill the degree, major, core and elective requirements to graduate. Students meet with their academic advisor each semester to review progress toward fulfilling their degree requirements.

