Marketing (Digital and Integrated Marketing Communications), BS

BAMKDIMCBS

Program Description

Designed specifically for the marketing major, this digital and integrated marketing communications concentration builds on the knowledge provided in the major and prepares marketing students with specialized knowledge and training in the areas of advertising, brand management and digital marketing.

The purpose of the concentration within the BS program in marketing is to equip students with cutting-edge knowledge in the marketing communications area so they are well-prepared to assume jobs in the areas of advertising, brand management and digital marketing. This concentration enhances the marketing degree by providing specialized expertise to our graduates in an area that is growing in importance in the marketplace.

At a Glance

- **College/School:** W. P. Carey School of Business
- **Location:** Tempe campus
- **Additional Program Fee:** Yes
- **Second Language Requirement:** No
- **First Required Math Course:** MAT 210 - Brief Calculus
- **Math Intensity:** Moderate

Required Courses (Major Map)

2020 - 2021 Major Map
Major Map (Archives)

Admission Requirements
General University Admission Requirements:

All students are required to meet general university admission requirements.

**Freshman | Transfer | International | Readmission**

Additional Requirements:

Freshmen admission requirements: 1230 SAT Reasoning OR 25 ACT score, OR graduated in the top eight percent of high school class, OR an overall high school GPA of 3.60 in ASU competency courses (scale is 4.00 = "A").

Freshmen should select an additional major when applying for admission. Additional choices may include any of the W. P. Carey business BA programs or any other degree program outside of the W. P. Carey School of Business. Students who are not admissible to a W. P. Carey business BS major and who did not select a second major or are not admissible to their second major choice are placed in a business BA program in the W. P. Carey School of Business.

Readmission requirements: Students must meet Freshman admission requirements by way of high school GPA, test score or class rank and must have a 3.00 transfer GPA (if applicable) and a 3.00 cumulative ASU GPA.

Transfer Admission Requirements:

Transfer admission requirements (30 or more semester hours of credit after high school): 3.00 transfer GPA and one of the following: 1160 (prior to March 2016) or 1230 SAT Reasoning (after March 2016) OR 25 ACT score OR the student must have graduated in the top eight percent of their high school class.

Transfer students should select an additional major when applying for admission. Additional choices may include any of the W. P. Carey business BA programs or any other business or other degree program outside of the W. P. Carey School of Business.

Students with fewer than 45 transfer hours who are not admissible to a W. P. Carey School of Business major and who did not select a second major or are not admissible to their second major choice are placed in the exploratory social and behavioral sciences program in the College of Integrative Sciences and Arts.

Students with more than 45 transfer hours who are not admissible to a W. P. Carey School of Business major and who did not select a second major or are not admissible to their second major choice are prompted in My ASU to select a new major.

**Change of Major Requirements**
Students should refer to the following W. P. Carey website to determine if they meet change of major requirements: https://students.wpcarey.asu.edu/degrees-and-advising/degree-programs/change-majors. Students ready to change their major should submit their request through W. P. Carey's Advising SOS: http://wpcarey.asu.edu/sos.

Students should refer to https://changingmajors.asu.edu/request for information about how to change a major to this program.

**Transfer Options**

ASU is committed to helping students thrive by offering tools that allow personalization of the transfer path to ASU. Students may use the Transfer Map search to outline a list of recommended courses to take prior to transfer.

ASU has transfer partnerships in Arizona and across the country to create a simplified transfer experience for students. These pathway programs include exclusive benefits, tools and resources, and help students save time and money in their college journey. Students may learn more about these programs by visiting the admission site: https://admission.asu.edu/transfer/pathway-programs.

**Global Opportunities**

Global Experience

Understanding how cultural norms and values impact the marketing of goods and services in an international context is vital for a marketing career. Through studying abroad, students gain skills employers seek, including communication and interpersonal skills and real-life perspectives on business applications worldwide. Students can choose from many options like faculty-directed programs in the summer or full semesters in locations throughout the world including Italy, Australia and South Korea.

The W. P. Carey School of Business recommends the following study abroad programs for students majoring in marketing with a concentration in digital and integrated marketing communications: http://links.asu.edu/SAO.marketing.

**Career Opportunities**
While the number and quality of job opportunities in advertising and brand management is relatively small, the number of entry-level positions in digital marketing has exploded. A sampling of career opportunities include:

- digital account manager
- digital marketing analyst
- digital marketing coordinator
- digital marketing specialist
- electronic marketing specialist

Career examples include but are not limited to those shown in the following list. Advanced degrees or certifications may be required for academic or clinical positions.

<table>
<thead>
<tr>
<th>Career</th>
<th>*Growth</th>
<th>*Median Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Animator</td>
<td>8.4%</td>
<td>$70,530</td>
</tr>
<tr>
<td>Graphic Designer</td>
<td>4.2%</td>
<td>$48,700</td>
</tr>
<tr>
<td>Market Research Analyst</td>
<td>23.2%</td>
<td>$63,230</td>
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<tr>
<td>Marketing Associate</td>
<td>5.5%</td>
<td>$106,130</td>
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<tr>
<td>Marketing Manager</td>
<td>10.1%</td>
<td>$132,230</td>
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<tr>
<td>Merchandiser</td>
<td></td>
<td>not available</td>
</tr>
<tr>
<td>SEO Specialist</td>
<td>9.3%</td>
<td>$88,510</td>
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<tr>
<td>Sales Manager</td>
<td>7.5%</td>
<td>$121,060</td>
</tr>
<tr>
<td>Web Developer</td>
<td>15.0%</td>
<td>$67,990</td>
</tr>
</tbody>
</table>

* Data obtained from the Occupational Information Network (O*NET) under sponsorship of the U.S. Department of Labor/Employment and Training Administration (USDOL/ETA).

Bright Outlook  Green Occupation

Contact Information

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