Program Description

Designed specifically for the marketing major, this 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 in digital and integrated marketing communications 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)

2018 - 2019 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: 1160 (prior to March 2016) or 1230 SAT Reasoning (after March 2016) 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 will be 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 will be 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 will be 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: https://apps.wpcarey.asu.edu/apps/advising/index.cfm.

Transfer Options

ASU is committed to helping you thrive by offering tools that allow you to personalize your 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. Learn more about these programs by visiting the Admissions site.

Global Opportunities

Global Experience

With over 250 programs in more than 65 countries (ranging from one week to one year), study abroad is possible for all ASU students wishing to gain global skills and knowledge in preparation for a 21st century career. Students earn ASU credit for completed courses, while staying on track for graduation, and may apply financial aid and scholarships toward program costs. https://mystudyabroad.asu.edu/

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>Business Professor</td>
<td>18.1%</td>
<td>$80,300</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>
</tr>
<tr>
<td>Merchandiser</td>
<td></td>
<td>not available</td>
</tr>
<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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