



ROCHESTER UNIVERSITY

DIGITAL MARKETING

Are you a digital whiz with a knack for reaching people? The bachelor of science in digital marketing from RU will give you the knowledge and skills to develop and manage a digital marketing strategy for an organization.

You'll learn to reach current and potential customers using digital tools, such as search engine optimization (SEO), social media marketing, paid ads, content marketing, and other techniques — connecting the organization's offering to the needs of customers using highly-targeted, results-driven marketing.

YOU HAVE AN EPIC STORY TO TELL

College should be more than just getting a degree. At RU, we prepare you for your professional and personal future. Our combination of general education classes — in addition to your major courses — will give you **equipment for living** so that you can live an **EPIC** life.

EXPLORE. Understand the world in all its beauty, diversity and complexity.

PREPARE. Gain knowledge and skills to serve in your business or organization.

INTEGRATE. Connect and apply knowledge in your professional and personal life.

CALLING. Discern what God has called you to be and do.



NIMBLE THINKERS

Digital marketers learn to be nimble thinkers, skilled in both the art of persuasive communication and the science of data analytics.

Our program gives you a deep background in both, along with helping you build the intuition you'll need to blend them into effective strategy.

Graduates of the bachelor of science degree in digital marketing will be able to:

- Identify marketing opportunities and create cross-channel marketing strategies to meet those opportunities.
- Design, justify and assess the impact of campaigns across the full range of popular digital channels.
- Build effective content marketing strategies and support them with fundamental content creation skills, such as copywriting.
- Assess the effectiveness of cross-channel campaigns in relation to broader business objectives.



WHAT WILL I LEARN?



CRITICAL THINKING

Professional graduates think critically and apply systems thinking to decision making.



PROBLEM-SOLVING AND APPLICATION

Professional graduates apply functional area concepts and theories appropriately.



PROFESSIONAL COMMUNICATION

Professional graduates communicate effectively by preparing and delivering oral and written presentations using appropriate technologies.



SOCIAL AND ETHICAL RESPONSIBILITY

Professional graduates align personal, professional, and organizational conduct with ethical and professional standards of conduct including an understanding of corporate social responsibility.



VOCATIONAL AWARENESS

Professional graduates demonstrate an understanding of God's ongoing story in the world and their responsibility to God, self, organization, and the world as a part of that ongoing story.

WHAT ABOUT MY CAREER?

After you graduate with a digital marketing degree, you can pursue entry-level positions as a:

- Marketing Manager
- Content Strategist
- UX Developer
- SEO & SEM Specialist



In Principles of Marketing class, RU students participate in RU's version of "Shark Tank," ABC's business reality TV show.

Students create marketing plans in order to pitch their product and service ideas to judges at the end of the semester.

WHAT OUR STUDENTS SAY



CAMERON TUPPER
Senior
Digital Marketing Major

"I have loved every part of my experience in the digital marketing program. I've felt that I've learned so much that applies to what I want my career to be after school. It is a great feeling to have professors who have real world experience and have an understanding of what it takes to be successful in this industry and make an effort to instill what they've learned with the students in this program!"

WORK FROM THE HEART