

BACHELOR



**NORTH PARK
UNIVERSITY**
CHICAGO

DIGITAL MARKETING BACHELOR OF ARTS

IN PERSON & ONLINE

CONTACT PERSON(S):

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ADDRESS:

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

WEBSITE:

www.northpark.edu/sps

REQUIRED COURSES:

ORG 3034 Business Communications
ORG 4074 Leadership and Management
ORG 4094 Principles of Marketing
ORG 4120 Business Ethics
BADM 3030 Intro to Digital Business Systems
& Tech in Orgs
BADM 3040 E-commerce: Emerging Technologies
& Digital Business Practice
BADM 3600 Digital and Social Media Marketing
BADM 3610 Digital Marketing Analytics
BADM 3700: International Business
BADM 4010 Digital Ethics: Legal, Moral & Social
Issues in Cybertechnology
BADM 4400 Integrating Strategic Management

Total: 38 semester hours

This major equips students to meet the demands of the digital marketing, analytics, and social media fields and inspires ongoing learning to stay current with emerging tools. Building upon core management principles, the major focuses on online marketing theories, application of digital strategies, web and Google analytics, and social media marketing. As a result, students will obtain the tools, skills and competencies necessary to add value to their companies' marketing communications and digital marketing strategies.

TARGET AUDIENCE:

Transfer students from CLC or the Lake county area.

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: www.northpark.edu/academics/colleges-and-schools/school-of-professional-studies/-undergraduate

- 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:

Six 7-week quads per year, starting in August, October, January, March, May, and July.

DELIVERY MODE:

Face-to-face and online.

LOCATION(S) OF COURSES:

University Center facility in Grayslake and main campus in Chicago

TEXTBOOK PURCHASE:

Texts are available online through North Park bookstore website or from another online provider.

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 Students Administrative Services (773) 244-5560 for more information.

SPECIAL CHARACTERISTICS:

- METRO Scholarship eligible if AA/AS is earned from Community College within the Chicagoland area; and/or combination of 60 credits earned with a 2.5 GPA to be eligible for a 20% tuition reduction.
- 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 other learning experiences can be used for a potential of up to 20 credits.
- Guaranteed Transfer Admissions to students who meet specific criteria to transferring into North Park.