



# BACHELOR OF ARTS IN DIGITAL MARKETING

## Graduate Study

MA in Marketing

## Career Paths

Content Creator  
Content Strategist  
Digital Marketing Coordinator  
Email marketer  
SEO Specialist  
Social Media Marketing  
UI/UX Designer  
Visual Designer  
Web Designer

If you pursue a BA degree in Digital Marketing, you will be able to:

- Speak and write effectively using print and digital media.
- Demonstrate excellence in content creation and meet clients' needs.
- Determine the ethical and legal implications of your choices based on Christian principles.
- Apply core marketing principles to evolving circumstances to reflect consumers' changing desires.

**Southern  
Wesleyan**  
UNIVERSITY

[www.swu.edu](http://www.swu.edu) • 864.644.5550

## USE CREATIVITY TO CHANGE THE WORLD.

The BA in Digital Marketing at SWU combines business, marketing, and media communications to prepare you for a career in digital marketing. You'll learn the essential foundations of marketing and campaigns and build the skills and technical expertise you need, including training on software for preparing digital and print media. As a student in the Digital Marketing program, you'll have access to the Crawford Strategy Media Production Lab, where you can create original marketing materials.

The on-campus BA in Digital Marketing provides a clear career trajectory and the skills you need to work in areas that interest you. In addition to mastering digital marketing, you'll also take foundations of business courses that will help you work in and for organizations. You'll integrate everything you learn with Christian ethics to help you navigate the changing marketing landscape and grow your communication capabilities.

