

Students may enroll to take this program online or residentially

The objective of the Bachelor of Science in Internet Marketing degree program is to prepare the student for careers in the evolving Internet marketing workplace. Students apply instruction in traditional business and marketing with digital marketing skills such as search engine optimization, social media marketing, and Internet writing techniques. The program provides students a strong background in business, marketing, web analytics, and Internet technologies.

The goal of this program is to prepare graduates who are able to:

1. Describe Social Media Optimization (SMO) and identify related SMO websites and applications.
2. Implement Search Engine Optimization (SEO) for a website.
3. Select appropriate web metrics and interpret data and recommend solutions.
4. Prepare and present a marketing plan.
5. Prepare and present a business plan including a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis.
6. Develop strategies to make ethical decisions in the workplace.
7. Create and present a marketing strategy.
8. Demonstrate appropriate written and verbal communication skills.
9. Evaluate the quality of multiple viewpoints, arguments, and evidence and distinguish between fact and opinion.
10. Exhibit social responsibility and examine the diverse cultures and value systems of our global community.

CORE REQUIREMENTS

Class #	Class Name	Credits
BS110	Business Communications	4
BS150	Business Writing	4
CA170	Digital Tools	4
CS131	MS Office Professional I	3
CS256	MS Office Professional II	3
IT135	Computer Fundamentals	4
MC210	Basic Web Media Production	4
MC260	Media Legal Issues	4
MC270	Social Media	4
MC280	Search Engine Optimization	4
MC290	Web Analytics and Reporting	4
MC320	Writing for Media	4
MC330	Advanced Web Marketing	4
MC340	Internet Marketing Strategies	4
MC440	Media Management	4
MC450	Media Capstone	5
MC470	Portfolio Project	4
MG220	Small Business Management	4
MG325	Project Management	4
MG340	Leadership and Management	4
MG430	Business Ethics	4
MK101	Art of Selling	4
MK150	Marketing	4
MK200	Advertising/Promotion	3
MK210	Consumer Behavior	4
MK225	Internet Marketing	4
MK250	Internet Advertising	4
MK310	Marketing Strategy	4
MK405	Market Research	4
MK420	Marketing Writing	4
PD250	Career Development	1
WD130	Basic Web Design	3

Electives approved by dean of students and program chair 4

Total Core Minimum Credit Requirement 126

INTERNET MARKETING

GENERAL EDUCATION REQUIREMENTS

A student pursuing a bachelor's degree is required to earn a minimum of 54 credits from the general education courses listed below, demonstrating a solid grounding in the liberal arts. A minimum of six credits must be earned in each of the following disciplines: communications, humanities, natural science and mathematics, and social science.

Class #	Class Name	Credits
COMMUNICATIONS		
CM111	Speech Communications	4
CM121	Composition (required)	4
CM200	Intercultural Communications	4
CM210	Creative Writing	4
CM220	Art of Persuasion	4
CM230	Mass Communication (required)	4
CM320	Writing and Research	4
HUMANITIES		
HU100	Introduction to Humanities	4
HU121	Film in Society	4
HU130	Spanish I	4
HU150	Introduction to Literature	4
HU200	Art in the Modern World	4
HU230	Spanish II	4
HU310	The Novel	4
HU315	World Literature	4
NATURAL SCIENCE and MATHEMATICS		
^Students must complete either NS112 or NS116		
NS105	Biology	4
NS111	Environmental Issues	4
NS112	Topics in Mathematical Reasoning (required)^	4
NS116	College Algebra I (required)^	4
NS121	Earth Science	4
NS126	Chemistry Today*	4
NS135	Microbiology	4
NS140	Anatomy and Physiology I	4
NS150	Anatomy and Physiology II	4
NS216	College Algebra II	4
NS305	Statistics I	4
NS320	Introduction to Decision Systems	4
NS351	Statistics II	4
SOCIAL SCIENCE		
SS103	Global Citizenship (required)	2
SS116	Introduction to Psychology	4
SS130	Law in Society	4
SS140	Interpersonal Relations (required)	4
SS145	Introduction to Macroeconomics	4
SS200	Introduction to Microeconomics	4
SS205	Sociology	4
SS210	Developmental Psychology	4
SS230	Psychology of Personality	4
SS311	Human Behavior	4
SS331	International Economics	4
SS360	Abnormal Psychology	4
Total General Education Minimum Requirement		54

Total Program Credit Minimum Requirement

180

Notes:

Students are required to complete 30% of the program at the 300/400 level; this percentage includes both the specialization and general education total credit requirements.

Students may be required to complete Foundations of Mathematics I and/or II and Foundations of Writing I and/or II based upon competency exam scores.

*Offered only at the Richfield, MN campus.