

DIGITAL MEDIA & MARKETING COMMUNICATIONS, B.A.

Overview

The mission of the Media + Design program is to provide students with the research and problem-solving skills necessary to create strategic, innovative, cultural and socially significant communication solutions. Students will understand how communication can create change through design, advertising, public relations and digital media marketing. Upon graduation, students of SoPA's Media + Design program will be prepared to enter a highly competitive workforce in the industries of graphic design, interactive design, public relations, digital media marketing and advertising.

The Media + Design Program's Digital Media Marketing and Communications major will equip students with content-rich and highly competitive skills that are necessary in the digital marketing and communication industries. In the program, students will demonstrate mastery in the following: fundamentals of digital marketing that will address common marketing challenges including research, planning, implementation and evaluation; articulating the value that digital marketing campaigns across SEO, paid search, social media, mobile, email and display marketing; conducting audience research to recognize key performance indicators and comprehend marketing analytics which will ultimately shape campaign success; understanding the legal, ethical and cross-cultural implications that digital marketing campaigns are grounded in; and, measuring and analyzing the impact of digital marketing campaigns through the use of various platforms and tools.

Tulane's School of Professional Advancement awards the Bachelor of Arts in Digital Media Marketing and Communications following the successful completion of 120 credits, including 36 credits in the major.

Requirements Blocks

Blocks notate the prescribed order of coursework. Courses within each block may be taken at the same time.

Course ID	Title	Credits
Block 1		6
DDSN 1100	Digital Design Foundations	
DDSN 2103	Intro to Copywriting	
Block 2		9
MDES 2300	Digital Media Principles & Strategy	
MDES 2110	Media Ethics & Equity	
MDES 2210	Media Research	
Block 3		3
MDES 3300	Creating Digital Content	
Block 4		3
MDES 3450	Brand & Campaign Strategy	
Block 5		6
MDES 3310	Digital Media Analytics & Reporting	
MDES 3320	CRM and Digital Media	
Block 6		6
MDES 3330	SEO & SEM Strategies	
MDES 4210	Portfolio: Media & Design	
Block 7		3
MDES 4300	DMMC Studio	
Total Credit Hours		36