

# Marketing (Digital), BS

BAMKDIMCBS


This program's name has changed effective Fall 2025. The previous concentration name was Digital and Integrated Marketing Communications.

## Program description

The digital concentration builds on the knowledge provided in the Bachelor of Science in marketing major program and prepares marketing students with specialized knowledge and training in the areas of advertising, brand management and digital marketing.

In this program, students gain specialized expertise in an area that is growing in importance in the marketplace.

## At a glance

- **College/school:** [W. P. Carey School of Business](#)
- **Location:** [Tempe](#) or [Online](#), [ASU Local](#)
- **Second language requirement:** No
- **STEM-OPT extension eligible:** No
- **First required math course:** MAT 210 - Brief Calculus
- **Math intensity:** Moderate 

## Curriculum

[View 2025 - 2026 curriculum](#)

[View curriculum archives](#)

## Concurrent program options

Students pursuing concurrent degrees (also known as a “double major”) earn two distinct degrees and receive two diplomas. Working with their academic advisors, students can create their own concurrent degree combination. Some combinations are not possible due to high levels of overlap in curriculum.

## Accelerated program options

This program allows students to obtain both a bachelor's and master's degree in as little as five years. It is offered as an [accelerated bachelor's plus master's degree](#) with:

[Global Management \(Creative Industries and Design Thinking\), MGM](#)

[Global Management \(Data Science\), MGM](#)

[Global Management \(Digital Audience Strategy\), MGM](#)

[Global Management \(Global Affairs\), MGM](#)

[Global Management \(Global Business\), MGM](#)

[Global Management \(Global Development and Innovation\), MGM](#)

[Global Management \(Global Digital Transformation\), MGM](#)

[Global Management \(Global Entrepreneurship\), MGM](#)

[Global Management \(Global Health Care Delivery\), MGM](#)

[Global Management \(Global Legal Studies\), MGM](#)

[Global Management \(Nonprofit Leadership and Management\), MGM](#)

[Global Management \(Public Administration\), MGM](#)

[Global Management \(Public Policy\), MGM](#)

[Global Management \(Sustainability Solutions\), MGM](#)

[Global Management \(Sustainable Tourism\), MGM](#)

[Global Management, MGM](#)

Acceptance to the graduate program requires a separate application. Students typically receive approval to pursue the accelerated master's during the junior year of their bachelor's degree program. Interested students can learn about eligibility requirements and [how to apply](#).

## Admission requirements

### General university admission requirements:

All students are required to meet general university admission requirements.

[First-year](#) | [Transfer](#) | [International](#) | [Readmission](#)

### Additional requirements:

First-year admission requirements: 1230 SAT Reasoning or 25 ACT score, or graduated in the top 8% of high school class, or have an overall high school GPA of 3.40 in ASU competency courses (scale is 4.00 = "A").

First-year applicants should select an additional major when applying for admission. Additional choices may include any of the W. P. Carey business BA programs or any other degree program outside of the W. P. Carey School of Business. Students who are not admissible to a W. P. Carey business BS major and who did not select a second major or are not admissible to their second major choice are placed in a business BA program in the W. P. Carey School of Business.

Readmission requirements: Students must meet first-year admission requirements by way of high school GPA, test score or class rank and must have a transfer GPA of 3.00 (if applicable) and a cumulative ASU GPA of 3.00.

## Transfer admission requirements:

Transfer admission requirements (30 or more credit hours after high school): transfer GPA of 3.00 and one of the following: 1160 (prior to March 2016) or 1230 SAT Reasoning (after March 2016) or 25 ACT score, or graduated in the top 8% of high school class, or have an overall high school GPA of 3.40 in ASU competency courses (scale is 4.00 = "A").

Transfer students should select an additional major when applying for admission. Additional choices may include any of the school's BA programs or any other business or other degree program outside of the W. P. Carey School of Business.

Students who are admissible to the university but do not meet admission requirements for this program and did not select a second major or are not admissible to their second major choice will be placed in a BA program in the W. P. Carey School of Business. Students not interested in the program or campus location may reach out to [wpcareyug@asu.edu](mailto:wpcareyug@asu.edu) for assistance selecting another degree program.

## Tuition information

When it comes to paying for higher education, everyone's situation is different. Students can learn about [ASU tuition and financial aid](#) options to find out which will work best for them.

## Change of Major requirements

Students should refer to the [W. P. Carey School of Business](#) website to determine if they meet change of major requirements.

Students should visit the [Change of Major form](#) for information about how to change a major to this program.

## Attend online

### ASU Online

ASU offers this program in an online format with multiple enrollment sessions throughout the year. Applicants may [view the program's ASU Online page](#) for program descriptions and to request more information.

### ASU Local

It is now possible to earn an ASU degree with [ASU Local](#), an integrated college experience in which students take advantage of in-person success coaching and programming experiences on site while completing one of 130+ undergraduate online degree programs, all of which come with online faculty interaction and tutoring support.

## Transfer options

ASU is committed to helping students thrive by offering tools that allow personalization of the transfer path to ASU. Students may use [MyPath2ASU®](#) to outline a list of recommended courses to take prior

to transfer.

ASU has [transfer partnerships](#) in Arizona and across the country to create a simplified transfer experience for students. These pathway programs include exclusive benefits, tools and resources, and they help students save time and money in their college journey.

## Global opportunities

### Global experience

As globalization continues to impact the way the world lives and works, international experiences have become vital to a successful career for marketing majors. Through any of the more than 300 available [Global Education programs](#), students can gain valuable skills employers are looking for: communication and interpersonal skills, as well as flexibility, motivation and a real-life perspective on business applications worldwide. Understanding how cultural norms and values impact the marketing of goods and services in an international context makes the graduate a valuable contributor in many marketing environments.

The W. P. Carey School of Business recommends [these programs](#) for students majoring in marketing.

## Career opportunities

The digital concentration program equips graduates with knowledge in the marketing communications area. Graduates are well prepared to assume jobs in the areas of advertising, brand management and digital marketing. While the number and quality of job opportunities in advertising and brand management are relatively small, the number of entry-level positions in digital marketing has exploded. A sampling of career opportunities includes:

- digital account manager
- digital marketing analyst
- digital marketing coordinator
- digital marketing specialist
- electronic marketing specialist

Example job titles and salaries listed below are not necessarily entry level, and students should take into consideration how years of experience and geographical location may affect pay scales. Some jobs also may require advanced degrees, certifications or state-specific licensure.

Career	*Growth	*Median salary
<a href="#">Animator</a> 🌟	8.2%	\$98,950
<a href="#">Graphic Designer</a>	3.3%	\$57,990
<a href="#">Market Research Analyst</a> 🌟	13.4%	\$68,230
<a href="#">Marketing Associate</a>	1.9%	\$127,830
<a href="#">Marketing Manager</a> 🌟	6.6%	\$140,040

<b><u>Merchandiser</u></b>	-7.7%	\$67,620
<b><u>SEO Specialist</u></b> ☀️	13.4%	\$68,230
<b><u>Sales Manager</u></b>	4.0%	\$130,600
<b><u>Web Developer</u></b> ☀️	17.0%	\$78,580

\* Data obtained from the Occupational Information Network (O\*NET) under sponsorship of the U.S. Department of Labor/Employment and Training Administration (USDOL/ETA).

☀️ [Bright Outlook](#)

## Contact information

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