

# BA in Digital Marketing and Design

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## Program Learning Outcomes

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Students who successfully complete this program shall be able to:

- a. Examine the full spectrum of digital marketing concepts and practices, including advertising, promotion, and design concepts.
- b. Apply key marketing processes, including digital marketing concepts, and graphic design.
- c. Create digital marketing plans that appeal to a diverse and global population.
- d. Benchmark digital marketing campaigns against best practices.
- e. Develop design strategies for digital marketing campaigns.
- f. Evaluate digital marketing practices to ensure compliance with relevant laws and regulations.
- g. Incorporate ethical practice into all aspects of digital marketing management.