

# 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:

1. Examine the full spectrum of digital marketing concepts and practices, including advertising, promotion, and design concepts.
2. Apply key marketing processes, including digital marketing concepts, and graphic design.
3. Create digital marketing plans that appeal to a diverse and global population.
4. Benchmark digital marketing campaigns against best practices.
5. Develop design strategies for digital marketing campaigns.
6. Evaluate digital marketing practices to ensure compliance with relevant laws and regulations.
7. Incorporate ethical practice into all aspects of digital marketing management.