

Department of Digital and Strategic Marketing

Programs

Majors

- Business: Marketing (BS) (<http://catalog.apu.edu/academics/school-business-management/digital-strategic-marketing/marketing-bs/>)
- Digital Marketing and Design (BA) (<http://catalog.apu.edu/academics/school-business-management/digital-strategic-marketing/digital-marketing-design-ba/>)
- Public Relations (BA) (<http://catalog.apu.edu/academics/school-business-management/digital-strategic-marketing/public-relations-ba/>)

Minors

- Minor in Marketing (<http://catalog.apu.edu/academics/school-business-management/digital-strategic-marketing/marketing-minor/>)
- Minor in Public Relations (<http://catalog.apu.edu/academics/school-business-management/digital-strategic-marketing/public-relations-minor/>)

Master's

- Strategic Communication (MA) (<http://catalog.apu.edu/academics/school-business-management/digital-strategic-marketing/strategic-communication-ma/>)

Professional

- Digital Media and Communication (BA) (Bachelor's Completion) (<http://catalog.apu.edu/academics/school-business-management/digital-strategic-marketing/digital-media-communication-ba/>)

Certificate

- Certificate in Digital Marketing and Social Media (<http://catalog.apu.edu/academics/school-business-management/digital-strategic-marketing/digital-marketing-social-media-certificate/>)