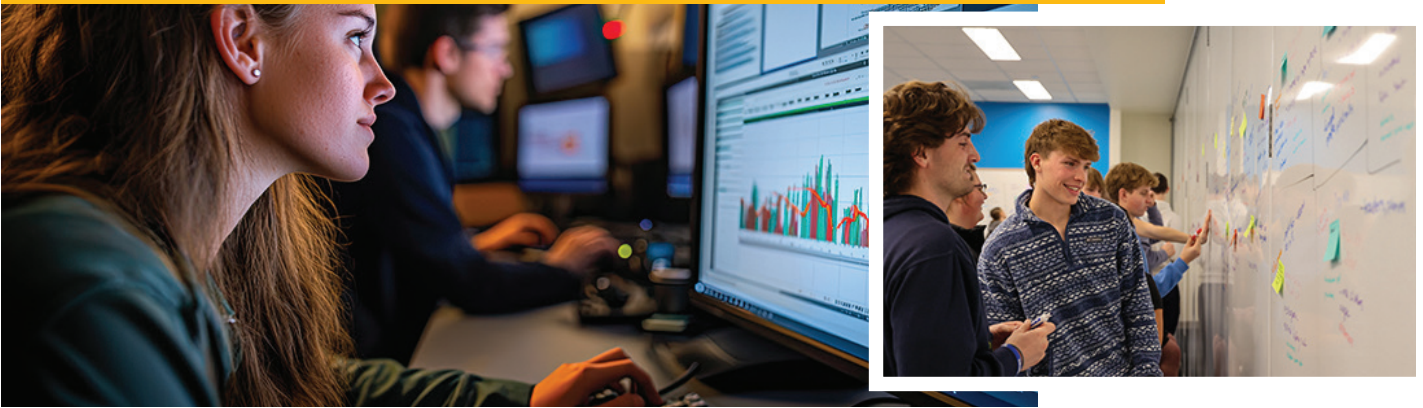


Digital Marketing Program Guide



WHY DIGITAL MARKETING?

Digital marketers are today's storytellers, strategists and analysts – all in one. This concentration within the business major empowers students to build brands, drive engagement and convert clicks into career opportunities. Students also earn several top certifications from Hubspot and Google, providing hands-on experience with essential industry tools.

Key Skills Acquired

Social media and content strategy, SEO, analytics, brand development, influencer marketing and more!

Career Paths

- Digital Marketing Specialist
Average Salary: \$50K-\$90K
- Digital Marketing Analyst
Average Salary: \$60K-\$110K
- Digital Marketing Coordinator
Average Salary: \$40K-\$80K

Potential Employers

- Salesforce (IN)
- Infosys (IN)
- Cummins (IN)
- Eli Lilly and Company (IN)
- Ogilvy (NY)
- VML (MO)

Partnership

Franklin College is partnering with Rize Education to offer high-quality, online programs in market-responsive fields.

Featured Rize Course

Going Viral and Growth Hacking

This course explores the psychology and strategy behind viral content, using real-world marketing campaigns to show students how to drive exponential growth.

"In less than two months, I earned my HubSpot Certification and built hands-on email campaigns from scratch. The program gave me real tools I can use in any digital marketing role."

– Rize Digital Marketing Student

Co-curricular/Campus Tie-Ins

Digital marketing students can boost their experience and résumé through:

- DECA
- Launch Johnson County

Complementary Programs

We encourage students to pair their major or minor with:

- Multimedia Journalism Minor
- Graphic Design Minor
- Digital Fluency Endorsement



For more information, contact
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SAMPLE COURSE SEQUENCE

FIRST YEAR	Fall		Immersive Term		Spring	
	✓	Course	Hours	✓	Course	Hours
		FYS 101 First Year Seminar	4		On-Campus Immersive Term Course	3
		BUS 101 Intro to the Business Mindset	3		Foreign Language (if needed) or CMP 130	3-4
		MAT 131 Intro to Quantitative Analysis	4		ECO 121 Principles of Microeconomics	3
		LA Exploratory or Foreign Language	3		BUS 102 Development of Entrepreneurial Skills	3
					ECO 123 Principles of Macroeconomics	3
					LA 101 Reading and Writing Critically	4
		Total Fall Credits	14		Total Credits	3
					Total Spring Credits	16-17

SECOND YEAR	Fall		Immersive Term		Spring	
	✓	Course	Hours	✓	Course	Hours
		LA 201 Analyzing Literature	4		Off-Campus Immersive Term Course	3
		ECO 221 Intermediate Macroeconomics	3		ACC 222 Principles of Accounting II	3
		ACC 221 Principles of Accounting I	3		ECO 222 Intermediate Macroeconomics	3
		BUS/MAT 224 Basic Applied Statistics	3		ACC 235 Data Management and Analysis	4
		CMP 130 Intro to Computing	3		LA Course or Exploratory	3-4
		PDP 200 Professional Development	1		LA Course or Exploratory	3
		Total Fall Credits	17		Total Credits	3
					Total Spring Credits	16-17

THIRD YEAR	Fall		Immersive Term		Spring	
	✓	Course	Hours	✓	Course	Hours
		BUS 361 Contemporary Marketing	3		BUS 371 Business Operations Management	3
		LA Course or Exploratory	3-4		BUS 365 Digital Marketing	3
		BUS 351 Business Finance	4		LA Exploratory or Elective	3-4
		LA Course or Exploratory	3-4		DMARK III Going Viral and Growth Hacking	3
		Exploratory or Elective	3-4			
		Total Fall Credits	16-19		Total Credits	
					Total Spring Credits	12-13

FOURTH YEAR	Fall		Immersive Term		Spring	
	✓	Course	Hours	✓	Course	Hours
		DMARK IV Social Media and Brand Awareness	4		BUS 475 Strategic Implementation Project	3
		DMARK V Lifecycle and Email Marketing	3		LA Course or Exploratory (if needed)	4
		LA Course or Exploratory (if needed)	3		BUS 499 Senior Comp Practicum	1
		BUS 341 Business Law	3		BUS 482 Professional Practicum I	1
					DMARK VI Digital Marketing Analytics	3
					LA Course or Exploratory (if needed)	3
		Total Fall Credits	13		Total Credits	
					Total Spring Credits	15

Rize Courses are highlighted. These courses are offered online and asynchronously, providing additional flexibility to students.