Marketing

(Digital and Integrated Marketing Communications)

**(through 2023)**

**Marketing (Digital and Integrated Marketing Communications) Advising**

The digital and integrated marketing communications concentration builds on the knowledge provided in the major and prepares marketing students with specialized knowledge and training in the areas of advertising, brand management, and digital marketing. This concentration provides students with specialized expertise in an area that is growing in importance in the marketplace

**Major Requirements**

| **Sequencing - Tempe/West** |
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| **MKT 302** | **⇒** | **MKT 352****MKT Elective****MKT Elective** | **⇒** | **MKT 402****MKT Strategy Course****MKT Elective** |

**Marketing Degree Courses**

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| MKT 302 Applied Marketing Management and Leadership |
| MKT 352 Marketing Research |
| MKT 402 Consumer Behavior |

**Marketing Strategy Courses (3 credits, choose one)**

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| MKT 442 Services Marketing Strategy |
| MKT 452 Business to Business Marketing Strategy |
| MKT 472 Immersive Brand Experience I: Intelligence, Insights and Strategy |

**Marketing (Digital and Integrated Marketing Communications Elective Courses (9 credits, choose three)**

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| MKT 355 Designing Brand Identity: Methods and Digital Tools |
| MKT 365 Advertising Management |
| MKT 385 Data Driven Marketing |
| MKT 440 Digital Marketing in Practice |
| MKT 450 Social Media and Content Marketing |
| MKT 455 Brand Management |
| MKT 473 Immersive Brand Experience II: Creative, Media and Measures |
| MKT 484 Internship (MKT department consent required), or MKT 493 Honors Thesis |

**Internship**

Students may earn 3 to 6 credit hours for internships approved by the Department of Marketing internship coordinator; credit accrues through enrollment in MKT 484. Visit the Department of Marketing in BAC 460 for information on [how to apply for credit](https://wpcarey.asu.edu/marketing-degrees/internships). Only 3 credits of MKT 484 may count towards the Marketing elective requirement for the program.