

ONLINE · APU GLOBAL

BACHELOR OF SCIENCE IN DIGITAL MARKETING

Run modern marketing across SEO, paid, content, analytics, and lifecycle for any organization.

CREDITS TO GRADUATE

120

PER CREDIT

\$535

COURSE LENGTH

8 weeks

FORMAT

100% Online

ABOUT THIS PROGRAM

The Bachelor of Science degree in Digital Marketing (BSDM) program equips you with the in-demand skills to leverage cutting-edge digital tools and technologies. You'll learn to analyze customer data, understand consumer behavior, optimize marketing investments, and create impactful digital experiences that drive brand loyalty and boost sales.

Students who complete the BSDM program are likely to pursue a variety of marketing-related careers, including advertising account executive, brand manager, digital content manager, market researcher, and marketing account executive. Graduates may also pursue graduate degrees in marketing or a related field.

WHAT YOU'LL LEARN

- Plan and execute multi-channel marketing campaigns
- Build measurable search engine optimization (SEO) and content programs
- Run paid search and paid social

AT A GLANCE

Core	28 credits
Program Requisites	15 credits
Major Requirements	45 credits
Electives	32 credits
Total credits to graduate	120
Cost per credit	\$535
Area of study	Business
Transfer credit	Up to 90 credits

NEXT START DATES

September 8, 2026	apply by August 22
November 2, 2026	apply by October 18
January 11, 2027	apply by December 27

8-week courses

Transfer-friendly

WHAT YOU'LL STUDY

Core

28 credits

The APU Global Core comprises the General Education requirements and the APU Global Distinctives. General Education requirements may be met by transfer work. Some Core courses also satisfy program requisite or major requirements, so the Core credits counted toward this degree may be fewer than the sum of the courses listed here.

GENERAL EDUCATION: ENGLISH COMMUNICATION

COMM 105	Public Communication	3
-----------------	----------------------	---

ENGL 105	Introduction to Academic Research and Writing	3
-----------------	---	---

GENERAL EDUCATION: ARTS

ARTS 110	Introduction to Art	3
-----------------	---------------------	---

GENERAL EDUCATION: HUMANITIES

ENGL 115	Introduction to Literature	3
-----------------	----------------------------	---

or PHIL 205	Introduction to Philosophy	—
--------------------	----------------------------	---

or PHIL 210	Introduction to Ethics	—
--------------------	------------------------	---

GENERAL EDUCATION: QUANTITATIVE REASONING

STAT 280	Applied Statistics	3
-----------------	--------------------	---

GENERAL EDUCATION: BEHAVIORAL SCIENCES

ECON 203	Principles of Microeconomics	3
-----------------	------------------------------	---

GENERAL EDUCATION: SOCIAL SCIENCES

HIST 202	World Civilizations	3
-----------------	---------------------	---

or HIST 204	U.S. History from 1865	—
--------------------	------------------------	---

or HIST 420	United States History and the Constitution	—
--------------------	--	---

GENERAL EDUCATION: PHYSICAL AND BIOLOGICAL SCIENCES

BIOL 105	General Biology/Lab	4
-----------------	---------------------	---

or BIOL 230	Anatomy and Physiology I/Lab	—
--------------------	------------------------------	---

or CHEM 115	Chemistry for Health Sciences/Lab	—
--------------------	-----------------------------------	---

or NSCI 150	Introduction to Astronomy/Lab	—
--------------------	-------------------------------	---

APU GLOBAL DISTINCTIVES

BIBL 100	Introduction to Biblical Literature: Exodus/Deuteronomy	3
-----------------	---	---

BIBL 230	Introduction to Biblical Literature: Luke/Acts	3
-----------------	--	---

ISTU 101	Success in the University	3
-----------------	---------------------------	---

Program Requisites

15 credits

Foundational coursework required before or alongside the major.

BUSN 250	Business Communications	3
-----------------	-------------------------	---

BUSN 270	Business Law and Ethics	3
-----------------	-------------------------	---

ECON 203	Principles of Microeconomics	3
-----------------	------------------------------	---

ECON 204	Principles of Macroeconomics	3
-----------------	------------------------------	---

STAT 280	Applied Statistics	3
-----------------	--------------------	---

WHAT YOU'LL STUDY (CONTINUED)

Major Requirements 45 credits	Courses you take at APU Global for this program.		
	BUSN 310	Statistical Analysis for Business Decisions	3
	BUSN 340	Introduction to Business Analytics	3
	BUSN 350	Marketing and E-Commerce	3
	BUSN 395	Project Management	3
	BUSN 480	Strategic Management and Policy	3
	DMKT 300	Social Media Marketing	3
	DMKT 320	Digital Marketing Analytics	3
	DMKT 340	Mobile Marketing	3
	DMKT 360	Consumer Messaging	3
	DMKT 380	Search Engine Optimization	3
	DMKT 400	Consumer Behavior	3
	DMKT 420	Customer Relationship Management	3
	DMKT 440	Content Creation	3
	DMKT 460	Brand and Product Management	3
	DMKT 490	Digital Marketing Capstone	3
Electives 32 credits	Students may choose from any course in the catalog. If students wish to complete a concentration, they may complete a maximum of two concentrations. Students may also earn up to 30 credits of electives via Prior Learning Assessment (PLA).		

TOTAL CREDITS TO GRADUATE	120
---------------------------	-----

WHERE THIS LEADS

Operations Manager	\$101,200
Project Manager	\$95,370
Marketing Manager	\$140,040
Financial Analyst	\$96,220

OUTCOMES DATA

MEDIAN SALARY

\$79,000

PROJECTED GROWTH

+8%

U.S. BLS, Business & Financial Operations, 2022–2032 projection

READY TO START? APPLYING IS FREE.

No application fee, no essay, no entrance exam. Talk with an enrollment counselor about transfer credit.

apuglobal.edu/apply