

# DIGITAL MARKETING OPTION

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This option is offered within the following major(s):

- Business Administration - College of Business (<http://catalog.oregonstate.edu/college-departments/business/business-administration-ba-bs-hba-hbs/>)

**Available only via Ecampus.**

The Digital Marketing option, within the Business Administration (BA) undergraduate major, offers students a focus that includes acquiring a solid mastery of digital marketing strategy, planning, design, and evaluation.

The Digital Marketing Option requires a total of 24 credits beyond the undergraduate business core.

**Option Code: 749**

Code	Title	Credits
BA 481	INTRODUCTION TO BUSINESS ANALYTICS	4
MRKT 484	DIGITAL MARKETING PLATFORMS	4
MRKT 485	SEARCH MARKETING	4
MRKT 486	CUSTOMER RELATIONSHIP MANAGEMENT <sup>1</sup>	4
MRKT 492	CONSUMER BEHAVIOR	4
MRKT 493	INTEGRATED MARKETING COMMUNICATIONS	4
Total Credits		24

<sup>1</sup> Currently offered online through OSU Ecampus

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