

DIGITAL MARKETING AND PUBLIC RELATIONS B.A.

Program Learning Outcomes

1. ORAL COMMUNICATION: Students will demonstrate significant oral communication competencies in all types of public presentations. At a minimum, Communication students are expected to be able to choose a topic, gather information, narrow the focus of the topic, and present a logical, cohesive, well-structured, informative or persuasive oration that is 5-10 minutes in length.

2. WRITTEN COMMUNICATION: Writing and speaking are symbiotic competencies that enable individuals to communicate with mass audiences. The written communication competency requires graduating students to show proficiency in standard English expression in both professional and academic writing styles. Specifically, students must be able to personally demonstrate abilities in writing content, grammar, spelling, style and form.

3. INTERPERSONAL COMMUNICATION: Students will develop effective interpersonal communication skills that will enable them to become valued members of dyadic or small group interactions in diverse contexts. Interpersonal competency is an integral part of all workplace teams and students who demonstrate significant interpersonal competence in this area increase their chances for success both socially and professionally. In keeping with the performative nature of the discipline, students must demonstrate their ability to actively interact verbally and nonverbally with fellow classmates in group and individual problem-solving interactions.

4. CRITICAL ANALYSIS: Students will develop their critical thinking skills and information literacy. This competency assumes that students will develop the critical thinking ability and research competencies to source and analyze evidence (spoken, written or visual) for its relevance and validity, and be able to draw reasonable conclusions from the information and apply to the propositions they are advocating. Students must be able to demonstrate their critical thinking skills through visual, oral and written self-advocacy.

5. TECHNOLOGICAL LITERACY: Students must develop digital fluency—the ability to develop personal competencies in one area of digital skills that is transferable to another. This includes demonstrating proficiency (using eye-hand coordination and motor skills) in the use of industry-standard hardware and software tools, media applications and specialized equipment specific to their area of concentration and coursework, as well as foundational digital skills that inform all student activities.

6 VISUAL COMMUNICATION: Students will develop the critical skills needed to communicate effectively through visual media and become more informed, thoughtful consumers of visual content.

Requirements

Code	Title	Units
	Core Curriculum Requirements (https://catalog.vanguard.edu/interdisciplinary-offerings/core-curriculum/) ¹	50
	Digital Marketing and Public Relations Major Requirements	49

General Electives	21
Total Units	120

Digital Marketing Marketing and Public Relations Major Requirements

Code	Title	Units
COMM-130	Introduction to Communication	3
COMM-220	Elements of Storytelling	3
COMM-258	Christianity and Artistic Culture	3
COMM-273	Visual Technology	3
COMM-290	Intro to Interpersonal Communication	3
COMM-378	Intro to Public Relations	3
COMM-380	Public Relations Campaigns	3
COMM-383	Artificial Intelligence, Digital Analytics, and Market Research	3
COMM-391	Consumer Behavior & SEO, SEM, GEO	3
COMM-404	Social Media	3
COMM-413	Preparing for Post Graduation	1
COMM-450	Internship	3
COMM-464C	Media Criticism	3
or COMM-496 & COMM-497	Senior Project: Development/Planning and Senior Project: Implementation	
MRKT-360	Principles of Marketing	3
MRKT-464	Digital Strategic Marketing	3
Electives (choose 6 units from the following)		6
BUSN-435	Business Ethics	
COMM-418	Knowledge Management and Data Interpretation	
COMM-419	Digital Advocacy	
COMM-443	Crisis Communication	
COMM-445	Persuasion	
MNGT-P310	Design Thinking and Innovation	
MRKT-366	Sales & Sales Management	
MRKT-367	Multinational Marketing	
MRKT-470	Special Topic in Marketing	
MRKT-370	Action Sports Marketing	
Total Units		49

Four Year Plan

Disclaimer: This sample Four Year Plan is provided as a guide for the recommended sequencing of courses. Vanguard University requires that students complete a minimum of 120 units of required course work as outlined on the Requirements tab in order to receive a Bachelor of Arts, Bachelor of Music, Bachelor of Science, or Bachelor of Science in Nursing degree. It is the student's responsibility to confirm with the department the course rotation before enrolling in courses. If applicable, please note the footnotes at the bottom of the page for additional information related to courses listed in a particular year and term. Questions? Contact the Department of Communication.

Study Abroad Participation: Students interested in participating in the university's Study Abroad programs are encouraged to reach out to the Global



Education and Outreach Office for more information and collaboration in their academic course planning. Students using Education and Training Benefits through the U.S. Department of Veteran Affairs are encouraged to also reach out to the School Certifying Official for more information regarding how benefits can be applied.