





Digital Marketing // MAJOR MAP

Bachelor of Science



Southwest Baptist
UNIVERSITY

	FRESHMAN	SOPHOMORE	JUNIOR	SENIOR	CAREER POSSIBILITIES
 <i>Grow</i> ACADEMICALLY	<p>Investigate introductory courses like BUS 1193 Business Calculus, BUS 1013 Introduction to Business, and CIS 1033 Foundations of Computer Science.</p> <p>Familiarize yourself with your department by getting to know the professors and students.</p>	<p>Explore career goals with your advisor and consider a double major, adding a minor, or even an early entrance into SBU's MBA program your senior year.</p> <p>Discover more about business by engaging in courses that make up the COBACS Core, like MKT 3023 Principles of Marketing, and maintaining a minimum 2.25 GPA in these courses.</p>	<p>Consider what internships are available. Continue engaging in the COBACS Core as well as major specific courses.</p> <p>Strive to be in the top 20% of your class for entrance into Delta Mu Delta Honor Society.</p>	<p>Senior Capstone MGT 4083 Strategic Management, LDR 4043 Ethics and Professional Development, and the Major Field Test will help bring COBACS academic experiences together and prepare you for your desired career path upon graduation.</p>	<p>Digital Marketing Executive</p> <p>Social Media Marketer</p> <p>Social Media Manager</p> <p>Marketing Manager</p> <p>Marketing Analyst</p> <p>Analytics Manager</p> <p>CRM Marketing Manager</p> <p>Copywriter</p> <p>Advertising Manager</p> <p>Ecommerce Manager</p> <p>Search Manager</p> <p>Web Developer and Designer</p> <p>Graphic Designer</p> <p>Content Manager</p> <p>Email Marketing Manager</p> <p>SEO Executive</p> <p>SEO Manager</p>
 <i>Pursue</i> SERVANT LEADERSHIP	<p>Participate in student organizations and professional associations like Enactus, Future Business Leaders of America (FBLA) Collegiate, and Financial Management Association (FMA).</p>	<p>Take more responsibility in your extra-curricular activities. Engage in your student organization and consider a leadership role within Enactus, FBLA, or FMA.</p>	<p>Demonstrate servant-leadership by making new members feel welcomed and pursuing project leader/officer positions in your organization.</p>	<p>Spread the word about what clubs/organizations/events you have enjoyed and help others to get connected on-campus.</p>	
 <i>Embrace</i> OUR GLOBAL SOCIETY	<p>Visit SBU's Center for Global Connections to learn about global service opportunities.</p> <p>Participate in service opportunities with Enactus and FBLA throughout the year.</p>	<p>Compete and travel with Enactus or FBLA.</p> <p>Are you interested in studying abroad? Ask your advisor or Career Services about study abroad opportunities.</p>	<p>Compete and travel with Enactus or FBLA.</p> <p>Consider taking an international trip with the SBU MBA program.</p>	<p>Assess what opportunities, locally and globally, are available upon graduation.</p>	
 <i>Plan for</i> YOUR FUTURE	<p>Discuss your career interests with an advisor and identify your goals.</p> <p>Apply for COBACS scholarships.</p>	<p>Attend the COBACS career fair held each semester.</p> <p>Pursue internship opportunities by networking at career fairs held on campus.</p>	<p>Consider applying for the Woods Internship Program. Each year, two students have the opportunity to pursue a management internship program for up to two years, as well as qualify for the Woods scholarship.</p> <p>Consider the option of continued education at SBU through the MBA program.</p>	<p>Identify and ask individuals if they will write letters of reference/recommendation for you.</p> <p>Finalize your résumé and cover letter.</p>	