



INTERNET MARKETING

BACHELOR OF SCIENCE

Imagine learning the creative and technical aspects of marketing products and services online. The internet offers companies and individuals with something to sell a world of opportunities to reach their target consumer. This program can show you the big picture, including design, development, advertising, and sales. Learn how to create and implement strategic internet marketing campaigns and use technology to maximize your marketing message – through websites, web banners, social media, mobile devices, email, search engines and more.

You Imagine. We can get you there.™

These are some of the potential opportunities in the field of Internet Marketing. With the right education and your own initiative, one of them could be in your future:

- > Advertising Manager
- > Corporate Communication Manager
- > Marketing Director
- > Media Director
- > Brand Manager
- > Public Relations Specialist
- > Web Content Developer
- > Web Copywriter
- > Search Analyst

 **International Academy of
Design & Technology**
Online

To be effective, any marketing plan, including internet marketing, should strive to cultivate a strong brand identity. In this program you can become familiar with the creative process of depicting a product or corporation, based on market information, consumer behavior, media trends, demographics and other variables. With a solid design, technical, and marketing foundation and the ability to analyze results, you should have what it takes to market any type of product or service using the right mix of media to reach your target consumers and build your client's – or your own – business.

CONCENTRATION COURSES

Course#	Course Title	Credits
ADVT120	ELEMENTS OF VISUAL ADVERTISING	4
ADVT250	PRINCIPLES OF MARKETING	4
ADVT340	CONSUMER BEHAVIOR	4
ADVT370	PUBLIC RELATIONS	4
ADVT430	E-COMMERCE	4
ADVT450	MEDIA PLANNING	4
ADVT499	MARKETING BUSINESS	4
DESIGN160	DIGITAL IMAGING	4
IMKT110	MEDIA AND SOCIETY	4
IMKT120	MEDIA DESIGN CONCEPTS	4
IMKT250	SOCIAL MEDIA MARKETING	4
IMKT310	MOBILE ADVERTISING	4
IMKT320	INTERNET MARKETING RESEARCH	4
IMKT420	SOCIAL MEDIA OPTIMIZATION	4
IMKT460	INTERNET MARKETING CAMPAIGN	4
IMKT480	INTERNET MARKETING CAPSTONE	4
WEB110	PROGRAMMING FOR THE INTERNET	4
WEB120	USABILITY AND INTERFACE DESIGN	4
WEB130	DIGITAL IMAGING II	4
WEB140	AUDIO AND VIDEO FOR THE WEB	4
WEB150	MULTIMEDIA DESIGN I	4
WEB210	PROGRAMMING CONCEPTS	4
WEB220	MULTIMEDIA DESIGN II	4
WEB240	ADVANCED SCRIPTING TECHNIQUES	4
WEB260	WEBSITE ADVERTISING AND DESIGN	4
WEB270	INTERNET LAW AND INTELLECTUAL PROPERTY	4
WEB320	INTERACTIVE MOBILE APPLICATION	4
WEB325	SEARCH ENGINE OPTIMIZATION	4
WEB330	WEB ANALYTICS	4
WEB335	ADVANCED SEO TOPICS	4
Total Concentration Requirements		120

COLLEGE CORE COURSES

Course#	Course Title	Credits
COLL101	COLLEGE SUCCESS	4
Total College Core Requirements		4

GENERAL EDUCATION COURSES

Course#	Course Title	Credits
COMM101	INTERPERSONAL COMMUNICATIONS	4
ECON315	GLOBAL ECONOMICS	4
ENGL101	ENGLISH COMPOSITION I	4
ENGL102	ENGLISH COMPOSITION II	4
HUMN101	INFORMATION LITERACY	4
HUMN301	HISTORY OF ART I	4
HUMN302	HISTORY OF ART II	4
HUMN401	LITERATURE AND FILM	4
MATH130	COLLEGE ALGEBRA	4
PHIL405	ETHICS	4
SCIE201	ENVIRONMENTAL SCIENCE	4
SCIE310	PHYSICAL ANTHROPOLOGY	4
SOC5201	CULTURAL DIVERSITY	4
SOC5401	POLITICAL SCIENCE	4
Total General Education Requirements		56

Total Credits Required for Graduation 180

Upon satisfactory completion of the specified 180 quarter credit hours a student with a CGPA of 2.0 (4.0 scale) or higher will be awarded the Bachelor of Science degree in Internet Marketing.

WHY IADT ONLINE?

You can feel like you belong here.

You can learn and grow in a collaborative community of students who share your passion.

Engaged learning

We know from years of experience that when you're fully engaged in learning, you can learn better. And that's how we do it here – from hands-on instruction, to focused interaction with instructors, to live lectures and chats.

Focused attention

We know our students by name. And we're proud of that. We believe wholeheartedly in giving students the guidance and attention they need.

Instructors who get what you want to do

You can learn from instructors with real-world experience. They know what it takes to make it out there.

Real-world tools

You can learn using the same type of industry-current software professionals use.

A plan to help you finance your education

All our students can get tuition planning assistance and information on available scholarships. Financial aid is available for those who qualify.

Career services assistance

IADT has a nationwide network of individuals and businesses to help you with career opportunities and the job search process.

Flexibility and portability

Your life doesn't stop just because you're in school. We get that. MobiClass™ allows you to attend class from most mobile devices – wherever you are, whenever it fits your schedule.