MARKETING MAJOR, BBA - DIGITAL MARKETING CONCENTRATION

Campus: NYC

The Digital Marketing concentration exposes students to the evolving digital marketing environment with an introduction to both online marketing and information technology. Taking courses in both the Lubin School of Business and the Seidenberg School of Computer Science and Information Systems, students can tailor their degree to their specialized interests in visual analytics, web authoring, cybersecurity, design thinking and/or emerging technologies.