



UNIVERSITY OF WISCONSIN
WHITEWATER

ACADEMIC ASSESSMENT

MARKETING- DIGITAL MARKETING

MISSION STATEMENT

In support of the College, University, and Department, the mission of the Digital Marketing emphasis is to provide quality professional undergraduate education for those considering a career in digital marketing. The department will meet its mission through the guidance of faculty and staff committed to excellence in teaching, scholarship and service. Students will have opportunities to learn about digital marketing in a diverse environment providing rich experiences both in and outside the classroom.

STUDENT LEARNING OUTCOMES

Students completing the requirements of the Digital Marketing Emphasis will have:

- A basic understanding of what a digital marketing career is like and the different types of positions within the field.
- Received a grade of C or higher in Introduction to Digital Marketing, Social Media Marketing, and Advanced Digital Marketing.
- Successfully completed a digital analytics project.
- Competed in the Google Online Marketing Challenge.
- Successfully created a blog and a social media marketing plan for a new product or service.