

BACHELOR OF SCIENCE DIGITAL MARKETING MANAGEMENT

Bachelor of Science DIGITAL MARKETING MANAGEMENT

AT A GLANCE

- ✓ 121 credit hours
- ✓ 3 year option
- ✓ Career-focused curriculum
- ✓ Internships
- ✓ Leadership development

KEY COURSES

- Web Design
- Introduction to Communications
- Media Design Technologies
- Social Media
- Strategic Media Planning

PROFESSORS WHO ARE EXPERTS IN THEIR FIELD

RICK SAUCIER, D.B.A.
Professor of Marketing

ROBERT BRUCE KELSEY, PH.D.
Assistant Professor of
Communications

Why Digital Marketing Management at Thomas College?

The need for digital marketers has increased over the last five years. Our Digital Marketing Management degree combines marketing, communication and digital technology studies to produce a uniquely qualified graduate who can seek career success in a fast-changing field. The nature of marketing has evolved with the immediate, two-way communications that technology now allows — and employers are seeking people with digital marketing backgrounds to create and manage web, mobile, and social media sites.

The Harold Alfond® Institute for Business Innovation offers Thomas College students innovation challenges; workshops and seminars, memberships in Phi Beta Lambda, Society for Advancement of Management, and Entrepreneurial Club; one-on-one student counseling and mentorship. Management, and Entrepreneurial Club; one-on-one student counseling and mentorship.



**FULL LIST OF
ARTS & SCIENCES
MAJORS:**



PREPARE FOR A CAREER IN:

- Web Management
- Social Media Management
- Communications/
Public Relations
- Digital Content Creation



207-859-1101



admiss@thomas.edu



thomas.edu

DO YOU WANT GUARANTEED RESULTS?

Thomas College has a one-of-a-kind Guaranteed Job Program™. We're so confident in the relevance of our student's education that we can guarantee they will find a job within six months of graduation.

HOW TO APPLY

1. SUBMIT YOUR APPLICATION:

Common Application or
Thomas College Application.

2. PROVIDE SUPPORTING DOCUMENTATION:

- ✓ Official High School Transcript
- ✓ Letter of Recommendation
(1 required, 2 suggested)
- ✓ College Essay and SAT and / or ACT
(optional)

3. BEGIN THE FINANCIAL AID PROCESS:

With your application to Thomas College, we'll automatically consider you for generous merit-based scholarships. Students seeking financial assistance other than merit-based scholarships should file a Free Application for Federal Student Aid (FAFSA).

AFTER YOU APPLY

Check your admission status. We'll notify you of our decision by **December 31** if you apply by **December 15**, or within about two weeks of receiving your application. If you've already been accepted to Thomas College, pay your deposit.



"All of my experiences at Thomas—from my courses, my internship, my collegiate activities, jobs—prepared me with excellent communication and management skills, in addition to an ever-growing marketing skill set," she said. "In working with clients in digital marketing, a lot of my work is based around project management and time management – so, those skills are crucial."

JENIFER HA '16

Account Executive, Altitude Agency

COSTS & FINANCIAL AID 2023-2024

Tuition and Fees:
\$30,896

Housing and Food:
\$13,678



QUESTIONS?

We can help you with questions, setting up a visit, or how to apply.

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