

NEW MEDIA/INTERNET MARKETING CONCENTRATION



NEW MEDIA/INTERNET MARKETING CONCENTRATION OVERVIEW

A business degree with a concentration in social networking and Internet marketing prepares you with an understanding of what it takes to successfully sell products and services online, and prepares you to manage a firm's online marketing activities. A business degree with a concentration in social networking and Internet marketing provides an understanding of business-to-business (B2B) and business-to-consumer (B2C) concepts, customer analysis and relationships, and leadership strategies for successful online marketing and advertising management.

Graduates of the Bachelor of Science in Business Administration with a concentration in social

networking and Internet marketing are prepared for the workplace with practical skills, including:

- Managing marketing activities in multiple online settings.
- Utilizing social media to promote and sell goods and services.
- Utilizing online tools to analyze markets, enhance the image of the firm, and fully optimize the firm's web based marketing operations.

Real-World Connections

Social networking and Internet marketing have become key components of the marketing foundation of many organizations. Today, employees in this area are valued as key members of the firm's staff.

Professional Competencies of Graduates

- Leadership and communication
- Interpersonal skills, personal presentation

- Teamwork
- Creativity and imagination
- Organizational skills
- Problem solving and critical thinking
- Understand concepts of multiculturalism and diversity
- Basic marketing concepts, including marketing mix, consumer behavior, marketing strategy
- Marketing management, including evaluating marketing opportunities and developing marketing programs
- Advertising concepts, including integrated marketing strategy, promotional techniques, comparing advertising media, and ethical standards
- Online concepts and techniques including social media and Web-related marketing activities

COURSE OUTCOMES

E-Marketing

- Investigate the rapid growth of eMarketing over business sectors.
- Describe key terms associated with eMarketing.
- Develop an eMarketing strategy for a global environment.
- Reflect upon the cyber security and ethical issues associated with eMarketing.

Social Media Marketing

- Investigate the rapid growth of social network marketing in the global environment.
- Identify key social network websites and their specific target markets.
- Apply the concepts of social network marketing in the development of B2B and B2C in a social network marketing strategy in a global environment.
- Understand the cyber security and ethical issues specific to social network marketing.
- Develop a personal brand utilizing social media.

Advertising, Promotion, Public Relations, and Integrated Marketing Communication

- Explain the components of an integrated marketing communications (IMC) strategy.
- Analyze the consumer decision making process.
- Assess promotional techniques.
- Analyze advertising campaigns.
- Compare advertising media.
- Evaluate advertising for compliance with ethical standards.

Marketing Management

- Examine how marketing strategies influence marketing decisions.
- Develop a marketing research plan for a product.
- Evaluate a firm's marketing opportunities.
- Evaluate the marketing mix for a product.
- Create a customer relationship management plan.
- Apply marketing mix principles to business or consumer services.

JOB OUTLOOK FOR CAREERS IN INTERNET MARKETING

Employment of market research analysts is projected to grow 19% between 2014 and 2024.*

JOB TITLES ASSOCIATED WITH INTERNET MARKETING†

- Search Marketing Strategists
- Sales and Marketing Managers
- Market Researchers and Analysts

To learn more about the Bachelor of Science in Business Administration, please **click here** or call **866.827.5268** (Toll Free).

For comprehensive consumer information, visit kaplan.edu/info.

* U.S. Department of Labor, Bureau of Labor Statistics, Occupational Outlook Handbook, 2016-17 Edition, Market Research Analysts, www.bls.gov/ooh/business-and-financial/market-research-analysts.htm. National long-term projections may not reflect local and/or short-term economic or job conditions, and do not guarantee actual job growth.

† Kaplan University's programs are designed to prepare graduates to pursue the stated positions, which have varying responsibilities. However, the University cannot guarantee employment or career advancement. Additional training or certification may be required. In addition, job titles and responsibilities may vary from organization to organization.