

Advance Your Career with a  
Bachelor's Degree in  
**Digital Marketing**



**Bachelor of Science in Business Administration with a  
Concentration in Digital Marketing**



**BRYAN UNIVERSITY**  
FOUNDED 1940

# The Digital Marketing Field is Growing<sup>1</sup>...

## Expanding Career Opportunities

According to the Bureau of Labor Statistics, careers for Marketing Managers are expected to grow faster than average rate of 5-8% through the year 2032, and add over 31,200 industry job openings in the United States through the same year.<sup>1</sup>

**Earning your degree now means you'll be prepared for the jobs of the future.**

## Attractive Careers<sup>2</sup> & Employers

As a graduate of the Bryan University Digital Marketing Bachelor's Degree, you'll have the knowledge and skills to be job-ready for career opportunities<sup>2</sup> such as:

- Marketing Manager
- Social Media Manager
- Search Marketing Specialist
- Digital Marketing Specialist
- Marketing Coordinator
- Sales Representative
- Customer Service Representative

You'll lead a rewarding career<sup>2</sup> in employment settings such as:

- Business consulting groups
- Federal, state, and local government agencies
- Finance and insurance firms
- Manufacturing and production facilities
- Small to large businesses
- Non-profit enterprises
- Service industries
- Retailers
- Self-employed

# 31,200

**- Projected number of job openings for Marketing Managers through the year 2032.<sup>1</sup>**

## Valuable Skills that Employers and Entrepreneurs Need

As a Bryan University digital marketing student, you'll become job-ready by learning from faculty who have real-world experience and by building a solid foundation of skills in business, such as:

- Advertising and Promotional Strategies
- Marketing and the Digital Marketplace
- Integrated Marketing Communications
- Consumer Behavior and Data Analytics
- Digital Media Analytics
- Business Information Systems
- Finance & Operations Management
- Strategic Management
- Organizational Behavior, Change & Innovation
- Communications
- Business Economics & International Business
- Real-world Capstone Experience

## Unrivaled Benefits for You and a Specialized Certification - Included in Tuition

As a Bryan University student, you'll have the opportunity to earn certifications through Google Ads, Meta Blueprint, and Hootsuite - where two attempts are included in your program at no extra charge and will help build your resume and establish your credibility in the marketplace.

Bryan also provides you several valuable benefits:

- Books and electronic courseware, included in tuition
- Learning technology that helps you learn faster and retain more knowledge
- Real-world experiences using simulated work environments
- A mastery-based learning environment that allows you to improve grades by retaking assignments based on instructor feedback
- Peer mentors, tutors and success coaches who provide encouragement, guidance and insight
- Live, interactive online events such as industry speakers, faculty mentoring sessions, and helpful workshops that are all recorded in case you miss the event and need to watch it later

## Attend from the Comfort of Home

At Bryan University, we've built a more innovative, interactive learning environment that is personalized to your needs. You'll receive:

- Live webcam interactions with instructors and experts right from home
- Collaborative networking with peers
- Adaptive learning using an interactive engine that helps you learn and retain more
- Performance reports to help you track your progress and stay on top
- Timely, targeted coaching and feedback personalized to your needs

# All courseware, books, and one certification is included in the program tuition!

## 10 More Reasons to Choose Bryan University

### 1. Tuition Lock Guarantee.

We lock your tuition rate once you enroll, plus your tuition goes down the longer you're in school. Financial aid available if you qualify.

### 2. Books, Courseware, and Certifications Included.

We take care of shipping your textbooks and provide you easy access to electronic courseware. Plus, we help you prepare for nationally-recognized certification exams.

### 3. Focus on Employment.

You'll graduate with a degree targeted for a specific job market and earn skills that match employers' needs.

### 4. Job Search Assistance.

As a graduate, you'll receive career search services, including job networking best practices, sharpening your interview skills, and creating an eye-catching resume.

### 5. Learn by Doing.

You'll develop real-world skills by completing simulated job tasks and using industry technologies.

### 6. Return for Refresher Classes.

As a graduate, you'll have the privilege of auditing previously completed courses still being taught—at no charge—to keep your skills sharp.

### 7. Accelerated Programs.

You can get started – and finish – fast.

### 8. Faculty Who Put You First.

Our faculty provide you with personalized, individual attention and support.

### 9. Welcome Kits Included.

Once you enroll, we provide you a welcome kit package to ensure you're ready to start school.

### 10. History of Excellence.

We have a 84-year track record of preparing graduates for successful careers since 1940.





<sup>1</sup>Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, Marketing Managers, at <https://www.bls.gov/ooh/management/advertising-promotions-and-marketing-managers.htm> (visited February 5, 2024). Also online at <https://www.onetonline.org/link/summary/11-2021.00>. Note that job market conditions are dynamic and can change. This data is not intended to predict the market conditions that will be present when you graduate from your program and may differ based on your geographic location and other factors.

<sup>2</sup>Example occupations shown herein do not imply a guarantee of employment. Students are responsible for conducting occupational research for their chosen program. Employers have unique hiring practices and job-specific requirements, which may include years of experience for manager positions. Graduates with little to no prior experience should expect an entry-level position.



# Advance Your Career—Starting Today

Visit [www.BryanUniversity.edu](http://www.BryanUniversity.edu)  
Call 888-768-6861



Financial aid available for those who qualify.

