About The Major
Advertising and digital media will give you real-world digital marketing situations accelerating your ability to make important data-driven marketing decisions. You’ll have the digital campaign management skills needed to analyze and execute social media engagement, business intelligence, search engine optimization (SEO), search engine marketing (SEM), web analytics, and modern advertising trends. You’ll also possess a solid business core in accounting, economics, and management that will make you even more valuable in the eyes of employers.

Sample Course Work
- Principles of Marketing
- Consumer Behavior
- Marketing Analytics
- Marketing Strategy
- Entrepreneurship
- Advertising Campaign Development

Possible Careers
- Media Buyer
- Account Executive
- Advertising Manager
- User Experience Designer
- Search Engine Marketing Account Manager
- Social Media Strategist
- Media Planner
- Marketing Automation Consultant
- Web Analytics
- Social Media Manager

*Some titles may require further education

UNI Graduates: Where Are They Now?
- AEGON | Transamerica
- Coca-Cola Bottling Company
- Enterprise
- John Deere
- Lincoln Saving Bank
- Meredith Corporation
- Mudd Advertising
- Pella Corporation
- Principal Financial Group
- Spinutech
- Target Stores
- Wells Fargo

Skills Needed
- Ability to Work Collaboratively
- Attention to Detail
- Persuasive
- Active Listening and Learning
- Oral and Written Communication
- Ability to Handle Many Tasks at Once
- Creativity
- Research Skills
- Computer Skills