

# ADVERTISING & DIGITAL MEDIA

University of Northern Iowa David W. Wilson College of Business

<https://business.uni.edu/marketing-entrepreneurship/majors-minors-programs/advertising-digital-media-major>

## 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

\*Some titles may require further education

Media Buyer

Search Engine Marketing Account

Marketing Automation

Account Executive

Manager

Consultant

Advertising Manager

Social Media Strategist

Web Analytics

User Experience Designer

Media Planner

Social Media Manager

## 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