Course Number	Course Name	Term	Start Date	End Date	Level	Credits	Prerequisites
DM 201	Career Navigation and Exploration in Digital Marketing	Spring 2026 Term A	1/12/2026	3/8/2026	200	3	Introduction to Digital Marketing
DM 220	Going Viral and Growth Hacking	Spring 2026 Term A	1/12/2026	3/8/2026	200	3	None
DM 101	Introduction to Digital Marketing	Spring 2026 Term A	1/12/2026	3/8/2026	100	3	None
DM 311	Lifecycle and Email Marketing	Spring 2026 Term A	1/12/2026	3/8/2026	300	3	Marketing background; OR Introduction to Digital Marketing; Freshman Composition Requirement (or equivalent)
DM 315	Digital Marketing Analytics and Experimentation	Spring 2026 Term B	3/9/2026	5/3/2026	300	3	Introduction to Digital Marketing
DM 420	Growth Marketing and Multi-channel Digital Marketing Capstone	Spring 2026 Term B	3/9/2026	5/3/2026	400	3	Freshman Composition Requirement (or equivalent); Introduction to Digital Marketing; Social Media Marketing, Brand Awareness, and Engagement; Lifecycle and Email Marketing
DM 310	Social Media Marketing, Brand Awareness, and Engagement	Spring 2026 Term B	3/9/2026	5/3/2026	300	3	Introduction to Digital Marketing; OR Marketing background
DM 101	Introduction to Digital Marketing	Summer 2026 Term A	5/4/2026	6/28/2026	100	3	None
DM 310	Social Media Marketing, Brand Awareness, and Engagement	Summer 2026 Term B	6/29/2026	8/23/2026	300	3	Introduction to Digital Marketing; OR Marketing background
DM 201	Career Navigation and Exploration in Digital Marketing	Fall 2026 Term A	8/31/2026	10/25/2026	200	3	Introduction to Digital Marketing; OR Marketing background
DM 220	Going Viral and Growth Hacking	Fall 2026 Term A	8/31/2026	10/25/2026	200	3	None
DM 101	Introduction to Digital Marketing	Fall 2026 Term A	8/31/2026	10/25/2026	100	3	None
DM 311	Lifecycle and Email Marketing	Fall 2026 Term A	8/31/2026	10/25/2026	300	3	Marketing background OR Introduction to Digital Marketing; Freshman Composition Requirement (or equivalent)
DM 315	Digital Marketing Analytics and Experimentation	Fall 2026 Term B	10/26/2026	12/20/2026	300	3	Introduction to Digital Marketing
DM 310	Social Media Marketing, Brand Awareness, and Engagement	Fall 2026 Term B	10/26/2026	12/20/2026	300	3	Introduction to Digital Marketing; OR Marketing background

2026 Digital Marketing Course Schedule