

## DIGITAL MARKETING



### WHY STUDY **DIGITAL MARKETING** AT BRYANT?

*Our Marketing program, Ranked No. 3 by College Factual, develops innovative leaders with distinctive experience and meaningful industry expertise.*



- Immerse yourself in *real-world learning experiences* in the classroom, in student organizations, in academic competitions solving business problems, and through internships with companies from State Street to Target.
- Explore topics such as social media marketing, content marketing, marketing automation, paid media, SEO, SEM, analytics, email, and more through our *diverse curriculum*.
- Develop and implement digital marketing strategies for *real-world clients*; and *achieve industry certifications* through specially tailored programs provided by Google, Hubspot, and Hootsuite before entering the job market.

**BRENDAN O'CONNELL '17**  
Marketing Automation Specialist  
Workhuman, Boston, MA



**MAJOR:** Marketing  
**MINORS:** Communication, Sociology  
**HOMETOWN:** River Edge, NJ  
**PATH:** Director of Public Relations, Sigma Chi Fraternity; Student Ambassador; Bulldog Leader; Freelance Digital Marketing Coordinator, bin312; Sales Intern, eFront; Marketing Intern, eFront; Study abroad, University College Cork, Cork, Ireland; Director of Social Media, Northern Rhode Island Special Olympics; Digital Marketing Intern, Innovex Co.

*“Working with a real-life company solving real-life problems that were impacting real-life profit margins with Professor Attaran’s Digital Marketing class was truly the spark that ignited my passion for, and career in, digital marketing. Bryant University and the Marketing Department challenge students to seek more from their education and it makes a tremendous difference in the real world.*”

## INSPIRING FACULTY

Our Marketing faculty are award-winning educators, dedicated mentors, and researchers and consultants in various industries and marketing functions. They combine the latest theory with direct experience. These caring and supportive professors get to know you as an individual in our close-knit, student-centered community. You'll acquire knowledge while developing your leadership style, a global perspective, and skills highly valued by employers and graduate schools.

### THE MARKETING FACULTY:

- Are prolific researchers and contributors to their fields
- Have extensive, practical experience in their areas of expertise
- Keep their doors open to be easily accessible to students
- Are involved members of the Bryant community, supporting a variety of initiatives and programs
- Serve as inspiring mentors to students

*Digital Marketing was one of my favorite educational opportunities at Bryant University. It is an ideal learning environment for students who have a passion for creativity and innovative strategy in business – a great opportunity to develop the fundamental skills necessary to begin a successful career in digital marketing.*

#### MICHELLE OLSEN '19

Product Merchandising Specialist, Vistaprint Corporate Solutions  
Waltham, MA

### Among Our Distinguished Faculty:



#### SHARMIN ATTARAN, Ph.D.

Digital Marketing Program Faculty Lead

- Digital Marketing Specialist.
- Research examines marketing technology and communication strategies to help develop and refine marketing solutions for organizations.
- Authored *The Little Black Book of Social Media: Strategies to Ignite Your Brand*.
- Recipient of multiple merit awards and research grants.

#### ISABEL BARBOSA '19

Employer Branding Content Specialist  
Schneider Electric, Boston, MA



**MAJORS:** Marketing, Psychology

**HOMETOWN:** Lincoln, RI

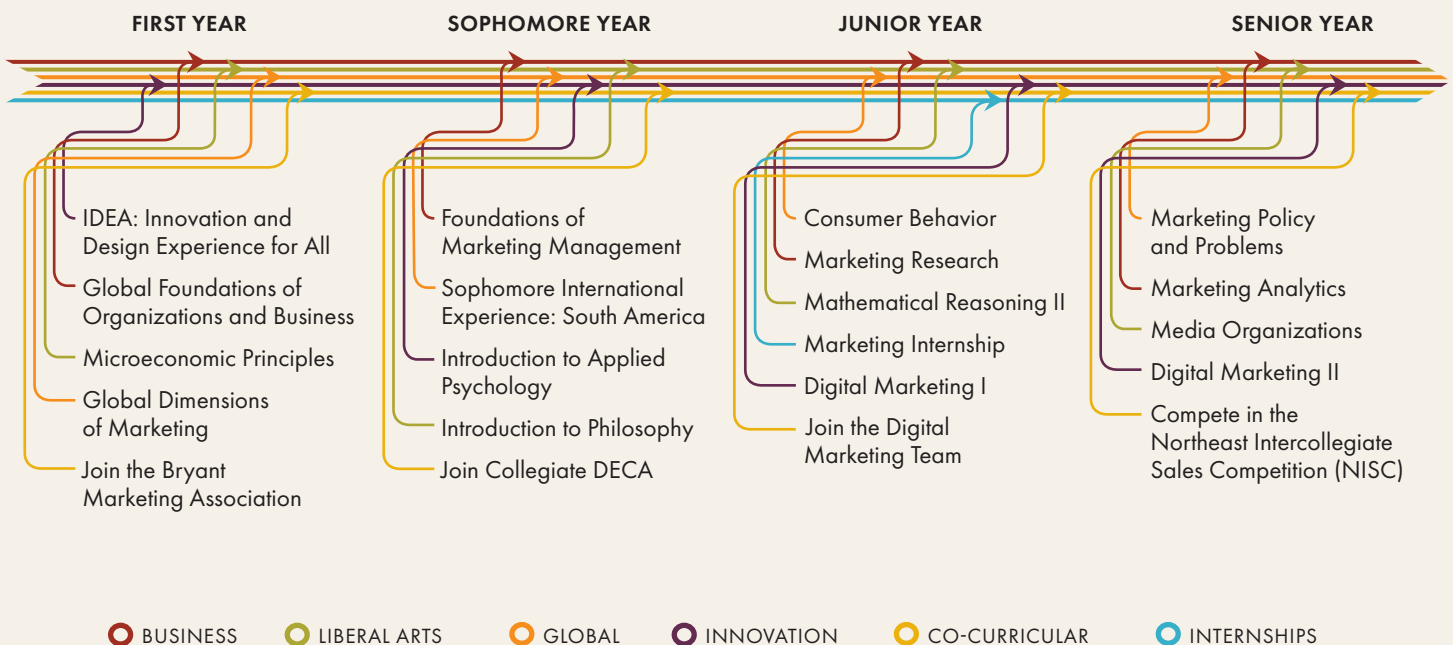
**PATH:** Peer/Lead Counselor, 4MILE; Orientation Leader; Digital Marketing Intern, Schneider Electric; Start Masters Advisory Intern, PwC; Student Senate Service Commencement Award; Berta Hysell ICC Spirit Award; Multicultural Student Union; International Student Organization; Bryant Senior Advisory Council.

*“Digital marketing is always evolving and the professors and curriculum reflect these changes in the classroom. My digital marketing class introduced me to the world of social media with best practices and methods. Through this class I gained interest in social media by working hands-on with a local company.”*

## DESIGNED FOR YOUR SUCCESS

Bryant's innovative educational experience is focused on one central objective – preparing you for success. Bryant is recognized nationally for integrating business and the arts and sciences to provide students with a powerful combination of highly marketable skills. With a strong emphasis on experiential learning, your Bryant education will include opportunities for internships, consulting, participation in national conferences and competitions, social entrepreneurship, and study abroad. Bryant's inspiring and purposeful student life is designed to enhance your learning and real-world credentials.

Here's an abbreviated sample path to success:



### TIFFANY TANG '17

Senior Digital Marketing Associate  
CareDash, Cambridge, MA



**MAJOR:** Marketing

**MINORS:** Computer Information Systems; Sociology

**HOMETOWN:** Quincy, MA

**PATH:** Marketing Analyst Intern, CareDash; SIE Program in Malaysia and Singapore; Studied abroad at the University of Otago in New Zealand; Marketing Association; Business E-Pitch Team Finalist.

*“Bryant and its professors provided me with the right knowledge and skills to pursue a successful career in digital marketing. What I learned was much more than something out of a textbook.”*



## BRYANT DIGITAL MARKETING GRADUATES ARE IN DEMAND

*In business, government agencies, and nonprofit organizations including:*

- > AMAZON
- > AMERICAN RED CROSS
- > BUZZFEED
- > CAREDASH
- > CAROUSEL INDUSTRIES
- > CVS HEALTH
- > DELL EMC
- > DISNEY
- > EPSILON
- > EVR ADVERTISING
- > FIGMINTS
- > HAVAS
- > IBM
- > JP MORGAN CHASE
- > KLAVIYO
- > LL BEAN, INC.
- > NBC UNIVERSAL
- > NICKELODEON
- > NIKE
- > RIDE.COM
- > SCHNEIDER ELECTRIC
- > TIME INC.
- > THE JIMMY FUND
- > VISTAPRINT
- > WORKHUMAN

*In leading graduate programs including:*

- > Babson College
- > Boston College
- > Brandeis University
- > Bryant University
- > Emerson College
- > Providence College
- > Stanford University
- > UMASS-Boston
- > University of Waterloo
- > Wagner College

## WHAT SETS BRYANT'S PROGRAM **APART?**

### 1 *Faculty-Supervised Internships*

- Apply the principles of marketing learned through your engagement with expert faculty who are researchers and consultants in various industries and marketing functions.
- Set yourself apart from the competition through real-world learning experiences such as internships with companies from State Street to Target under the guidance of a faculty mentor.

### 2 *The Marketing Behavioral Lab*

- Develop marketing research skills through applied learning opportunities.
- Conduct experimental research in our Marketing Behavioral Lab with the guidance of our distinguished faculty.



### 3 *Hands-on Digital Marketing*

- Research, design, and implement digital marketing plans for small- to medium-sized organizations including businesses and non-profits from a variety of industries.
- Graduate with a portfolio of real-world digital marketing client projects from work as part of the Digital Marketing Team.
- Create and execute online marketing campaigns through the Google Ad Grant Online Marketing Challenge.
- Enter the job market with industry certifications from specially tailored programs provided by digital giants like Google, Hubspot, and Hootsuite.

To learn more about Digital Marketing or other programs at Bryant, please contact:  
**Office of Admission** • (401) 232-6100 • (800) 622-7001 • [admission@bryant.edu](mailto:admission@bryant.edu)