PLANNED PROGRAM · WASHINGTON, DC · HYBRID

Digital Marketing & Content Strategy

Communication & Digital Media · School of Humanities, Communication & Educational Innovation

Cultivating communicators, educators, and thinkers who shape culture and learning.

A planned stackable pathway: begin with a professional certificate and build toward a diploma, a Bachelor of Arts (BA), and an Master of Arts (MA) or Master of Education (M.Ed.). Learning is planned as a hybrid blend of online instruction, live virtual sessions and selected in-person activity in Washington, DC, built for working professionals and international learners.

Planned pathway and tuition

Credential	Planned duration	Credits	Planned tuition
Professional Certificate	3–6 months	Program-specific	$100 per credit-equivalent where applicable
Diploma	1 academic year	60	$100/credit, about $6,000
Bachelor of Arts (BA)	3 academic years (accelerated hybrid)	120	$100/credit, about $12,000
Master of Arts (MA) or Master of Education (M.Ed.)	2 academic years	60	$300/credit, about $18,000

Planned instructional tuition only. Technology, administrative, learning-resource, student-services, graduation and other fees may apply and have not been published. All figures are planning estimates.

Concentrations

Social Media Marketing. A focus track within Digital Marketing & Content Strategy, planned as part of this program.

SEO & Content Marketing. A focus track within Digital Marketing & Content Strategy, planned as part of this program.

Why study this at NBU

- **Hybrid delivery** for working adults and learners around the world.
- **Stackable credentials** so each step counts toward the next, subject to NBU's progression and transfer policies.
- **Applied learning** with projects and a capstone or applied project.
- **Mentored internship** planned from the first year with a mentor in your field.

Planned certificates and what you will be able to do

Certificate (3–6 months)	Learning outcome	Career application
Podcast Production	Produce a basic podcast episode	Podcast producer
Content Creation & Strategy	Plan a basic content calendar	Content creator/strategist
Social Media Marketing	Run a basic social media campaign	Social media coordinator
SEO Fundamentals	Apply basic search-optimization techniques	SEO specialist
Content Marketing Strategy	Develop a basic content-marketing plan	Content marketing coordinator

Where this can lead

NBU's catalog associates the School of Humanities, Communication & Educational Innovation's planned programs with media, digital marketing, public relations, curriculum design, instructional technology, and educational leadership. This is illustrative of program design intent only.

Admission at a glance

- Certificate: application, evidence of education, identification, program-specific requirements.
- Bachelor's: application, high school transcript or equivalent, identification, personal statement if required.
- Master's: bachelor's degree, transcripts, CV, statement of purpose, recommendations when required.
- International applicants: credential evaluation when required (WES or IEE) and English evidence if applicable (TOEFL, IELTS, Duolingo or prior study in English).

How to apply

Submit a pre-application at **nationbuilderuniversity.com/apply.html** or email **admissions@nationbuilderuniversity.com**. A pre-application records your interest; it is not an admission or enrollment. A non-refundable application fee applies: $50 (certificate, diploma, bachelor's) or $100 (master's, doctoral), paid through PayPal at **nationbuilderuniversity.com/application-fee.html**.

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