PROGRAM SYLLABUS & LEARNING PATHWAY

Digital Marketing & Content Strategy

Communication & Digital Media · School of Humanities, Communication & Educational Innovation · Catalog year 2026–2027 · Planned program

1. Program overview

Cultivating communicators, educators, and thinkers who shape culture and learning. This program is planned for delivery in NBU's hybrid model, which integrates asynchronous online instruction, synchronous virtual engagement and selected in-person academic activity.

2. Credential ladder and requirements

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

- **Professional Certificate:** focused competency-based coursework in one skill area; no general-education requirement; 3–6 months.
- **Diploma:** applied major coursework with a career-readiness capstone project; 1 academic year; 60 credits.
- **Bachelor of Arts (BA):** general-education foundation, major core coursework, concentration electives and a senior capstone or applied project; 120 credits; 3 academic years under the accelerated hybrid model.
- **Master of Arts (MA) or Master of Education (M.Ed.):** advanced major coursework, a concentration sequence, and a thesis, applied research project or comprehensive examination; 60 credits; 2 academic years.

Stackable pathway: Professional Certificate may apply toward a related Diploma; Diploma toward the related Bachelor's; a Bachelor's is a prerequisite for the related Master's. Actual credit application is decided case by case under NBU's academic-progression policy.

3. Concentrations

Social Media Marketing. A focus track within Digital Marketing & Content Strategy.

SEO & Content Marketing. A focus track within Digital Marketing & Content Strategy.

4. Learning outcomes by planned certificate

Certificate	Learning outcome	Academic pathway
Podcast Production	Produce a basic podcast episode	Digital Marketing & Content Strategy Diploma
Content Creation & Strategy	Plan a basic content calendar	Digital Marketing & Content Strategy Diploma
Social Media Marketing	Run a basic social media campaign	Digital Marketing & Content Strategy Diploma

Certificate	Learning outcome	Academic pathway
SEO Fundamentals	Apply basic search-optimization techniques	Digital Marketing & Content Strategy Diploma
Content Marketing Strategy	Develop a basic content-marketing plan	Digital Marketing & Content Strategy Diploma

5. Learning model and applied learning

- Hybrid delivery: online instruction, live virtual sessions and selected in-person activity in Washington, DC.
- Mentored practical internship planned from the first year, with a mentor working in the student's field (see the Internships page).
- Culminating work: capstone or applied project at the diploma and bachelor's levels; thesis, applied research project or comprehensive examination at the master's level.

6. Course-level syllabi

Course codes, instructors, weekly schedules, readings, assessments and grading are issued by faculty in each course syllabus before the course begins, and are published on the program page as they are approved. Course syllabi follow NBU's academic policies in the 2026–2027 catalog.

7. Policies and support

Academic policies, grading, attendance, academic integrity, accessibility accommodations and student services are described in the NBU Academic Catalog 2026–2027 (downloads page). Accessibility requests: accessibility@nationbuilderuniversity.com. Admissions: admissions@nationbuilderuniversity.com.

Important notice. Nation Builders University LLC is a privately organized institution of higher education under the laws of the District of Columbia. NBU is not currently licensed, accredited, approved, or authorized to confer degrees or to enroll students. This program is planned; credits, durations, tuition, requirements and schedules are planning information subject to regulatory approval and may change. Career information is illustrative only and is not a placement, salary or employment guarantee.