

CAREER DEVELOPMENT IN DIGITAL MARKETING: ANALYSIS OF A PARTNERSHIP APPROACH AND PRACTICAL LEARNING

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ABSTRACT

Marketing employers increasingly expect university graduates to have recent and relevant industry and technical skills. Marketing educators are challenged to stay current with industry trends, offer hands-on learning with certain technologies, and support student career readiness. This study explores student perceptions of a practically-oriented, career-focused digital marketing course, offered at an urban, state university in partnership with a private provider of course content. Student perceptions reveal the value of gaining hands-on experience, earning industry-relevant certifications, and accessing industry professionals. Study findings can contribute to the exploration of public-private education partnerships that fill resource gaps and spur innovation.

Keywords: digital, marketing, career-development, content partner