

# DIGITAL MARKETING / BACHELOR OF SCIENCE

---

## Requirements

Total Credit Hours: 120

Major Credit Hours: 64

## Degree Requirements

| Code                         | Title                                       | Hours     |
|------------------------------|---|-----------|
| <b>Core Courses</b>          |   |           |
| ECON 20000                   | Basic Macroeconomics                        | 3         |
| ECON 20100                   | Basic Microeconomics                        | 3         |
| ACCT 12000                   | Principles of Accounting 1                  | 3         |
| ACCT 12100                   | Principles of Accounting 2                  | 3         |
| BSAN 34900                   | Business Statistics                         | 3         |
| BSAN 35000                   | Decision Science                            | 3         |
| MKTG 20000                   | Principles of Marketing                     | 3         |
| BSAD 20000                   | Principles of Management                    | 3         |
| BSAD 30000                   | Business Communication in the Digital Age   | 3         |
| College of Business Seminar  |   | 1         |
| FINA 20000                   | Principles of Finance                       | 3         |
| BSAN 20000                   | Accounting and Business Information Systems | 3         |
| BSAD 25000                   | Business Law 1                              | 3         |
| BGEN 39600                   | Accreditation Assessment Exam               | 0         |
| MATH 17000                   | Finite Mathematics                          | 3         |
|                              | or MATH 20200 Business Calculus             |           |
| <b>Major Area Courses</b>    |   |           |
| MKTG 30500                   | Introduction to Digital Marketing           | 3         |
| MKTG 37600                   | Digital Marketing Strategy                  | 3         |
| MKTG 40200                   | Public Relations                            | 3         |
| MKTG 47000                   | Marketing Strategy                          | 3         |
| COMM 38200                   | Web Design                                  | 3         |
| BSAN 45500                   | Web Analytics                               | 3         |
| Select two of the following: |   | 6         |
| MKTG 30000                   | Consumer Behavior                           |           |
| MKTG 38900                   | Design Thinking                             |           |
| MKTG 46500                   | Marketing Research                          |           |
| ARTS 23100                   | Introduction to Graphic Design              |           |
| COMM 23000                   | Digital Filmmaking                          |           |
| <b>Total Hours</b>           |   | <b>64</b> |