

INTERNATIONAL BUSINESS MAJOR - DIGITAL MARKETING CONCENTRATION

Bachelor of Science in International Business Degree with a Digital Marketing Concentration Requirements:

General Education Requirements

¹ International Business Students: Must take four courses with an international focus to complete the degree.

University Minor Requirements

International Business Major Requirements - Digital Marketing concentration

International Academic Experience

International Study Abroad ²

International Business: Digital Marketing Concentration

MKT 312	Marketing Research	3
MKT 311	Consumer Behavior	3
MKT 381	Digital Marketing	3
MKT 412	Marketing Policy and Problems	3
MKT 481	Digital Marketing II	3
COM 352	Writing for Social Media	3
or MKT 461	Marketing Analytics	

Business Core Requirements

ACG 203	Principles of Financial Accounting	3
ACG 204	Principles Managerial Accounting	3
FIN 201G	Global Dimensions of Financial Management ⁴	3
or FIN 201	Financial Management	
ISA 201G	Introduction to Global Information Technology and Analytics ⁵	3
or ISA 201	Introduction to Information Technology and Analytics	
MGT 201G	Global Dimensions of Operations Management ⁷	3
or MGT 201	Operations Management	
MKT 201G	Global Dimensions of Marketing ⁷	3
or MKT 201	Foundations of Marketing Management	
IB 490	International Business Practicum	3

International Business Integrative Experience

FIN 368	Multinational Finance	3
IB 356	International Business Management	3
MKT 368	International Marketing	3

International Business Electives

Select two approved courses

Language Minor Requirement ³

A minimum of 120 credit hours is required for graduation.

¹ International Focus: Students must take four courses with an international focus to complete the degree.

² Within the 120 credits comprising the program distribution, the equivalent of at least 12 semester hours of credit must be taken as international study abroad except for students on an F1 Visa.

³ International Business majors must complete a 12-credit language minor.

⁴ Or FIN 201 with IB program approval.

⁵ Or ISA 201 with IB program approval.

⁶ Or MGT 201 with IB program approval.

⁷ Or MKT 201 with IB program approval.

A minimum of 18 credit hours is required for the concentration.