

INTERNATIONAL BUSINESS MAJOR - DIGITAL MARKETING CONCENTRATION

International Business Major Requirements - Digital Marketing concentration

International Academic Experience

International Study Abroad ¹

First-Year Gateway Experience

GFCL 100	Global Foundations of Character and Leadership
GFOB 100G	Global Foundations of Organizations and Business
WRIT 106	Writing Workshop
IDEA 101	Bryant IDEA: Innovation and Design Experience For All

International Business: Digital Marketing Concentration

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

Business Core Requirements

ACG 203	Principles of Financial Accounting
ACG 204	Principles Managerial Accounting
FIN 201G	Global Dimensions of Financial Management ⁷
or FIN 201	Financial Management
ISA 201G	Introduction to Global Information Technology and Analytics ⁸
or ISA 201	Introduction to Information Technology and Analytics
MGT 201G	Global Dimensions of Operations Management ⁹
or MGT 201	Operations Management
MKT 201G	Global Dimensions of Marketing ¹⁰
or MKT 201	Foundations of Marketing Management
IB 490	International Business Practicum

International Business Integrative Experience

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

International Business Electives

Select two approved courses

Liberal Arts Core Requirements

ECO 113	Microeconomic Principles
ECO 114	Macroeconomic Principles
LCS 121	Introduction to Literary Studies
LGLS 451	International Business Law
MATH 110	Mathematical Analysis
MATH 201	Statistics I
One Humanities Historical Survey Course ²	

Liberal Arts Distribution Requirements - Modes of Thought ^{3,4}

Two Social Science Modes of Thought
One Historical Mode of Thought (Upper Division)
One Literary Mode of Thought (Upper Division)
Two Scientific Modes of Thought ⁵
One Cultural Mode of Thought

Liberal Arts Elective

One Elective

Language Minor Requirement

Four Language Minor Courses of which students are required to take ML XX404 (i.e. ML CH404, ML FR404, ML IT 404, ML SP404). ⁶

Open Elective

One Elective

- ¹ Within the 122 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.
- ² International Focus
- ³ 19 net credits and 3 credits from the required Language Minor may be applied to this distribution.
- ⁴ Must include four courses with an international focus.
- ⁵ Include one Lab Science. One science course must be taken at the 300 or 400 level.
- ⁶ International Business majors must complete a 12-credit language minor.
- ⁷ Or FIN 201 with IB program approval.
- ⁸ Or ISA 201 with IB program approval.
- ⁹ Or MGT 201 with IB program approval.
- ¹⁰ Or MKT 201 with IB program approval.