

# BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION: DIGITAL MARKETING CONCENTRATION

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

General Education Requirements

University Minor Requirements

## Digital Marketing Concentration Curriculum Requirements

### Digital Marketing Concentration

|            |                               |   |
|------------|-------------------------------|---|
| MKT 311    | Consumer Behavior             | 3 |
| MKT 312    | Marketing Research            | 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 |
| BUS 400  | Business Policy                                      | 3 |
| FIN 201  | Financial Management                                 | 3 |
| ISA 201  | Introduction to Information Technology and Analytics | 3 |
| LGLS 211 | The Legal Environment of Business                    | 3 |
| MGT 200  | Management Principles and Practice                   | 3 |
| MGT 201  | Operations Management                                | 3 |
| MKT 201  | Foundations of Marketing Management                  | 3 |

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

A minimum of 122 credit hours is required for graduation.