

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION: DIGITAL MARKETING CONCENTRATION

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.