

Digital Marketing, B.S.

The Digital Marketing major at UVU offers an analytical, applied, engaged-learning approach to digital marketing. Students learn a balance of marketing strategy, content creation, graphic design, and website/social media analytics for marketing campaigns. The digital marketing major offers an expanding menu of beginning and advanced courses that allow students to use their digital marketing skills for live engaged-learning clients.

Matriculation Requirements

Students will be limited to 9 hours of upper-division credit until matriculation is completed.

Code	Title	Credit Hours
ACC 2110	Principles of Accounting I	3
ECON 2010	Principles of Economics I SS	3
Complete one of the following: ²		
My Educator		
IM 2010	Business Computer Proficiency	
IM 2600	Spreadsheet Applications	
MKTG 220G	Written Business Communication GI WE	3
MKTG 2390	Professional Business Presentations	3
MGMT 2340	Business Statistics I	3
or STAT 2040	Principles of Statistics QL	
MGMT 2400	Data Analytics for Business	3

Students cannot take the following courses until they have matriculated: , MGMT 3450 Operations Management and MGMT 4860 Business Strategy Formulation and Implementation

Program Requirements

Code	Title	Credit Hours
Total Credit Hours		120
General Education Requirements		35 Credits
ENGL 1010	Introduction to Academic Writing CC	3
or ENGH 1005	Literacies and Composition Across Contexts CC	
ENGL 2010	Intermediate Academic Writing CC	3
Complete one of the following:		3
MATH 1050	College Algebra QL (4)	
MATH 1055	College Algebra with Preliminaries QL (5)	
MATH 1090	College Algebra for Business QL (3)	
An Advanced Placement (AP) Mathematics Test with a score of 3 or higher		
Complete one of the following:		3
HIST 2700 & HIST 2710	US History to 1877 AS and US History since 1877 AS (6)	
HIST 1700	American Civilization AS (3)	
HIST 1740	US Economic History AS (3)	
POLS 1000	American Heritage AS (3)	
POLS 1100	American National Government AS (3)	
Complete the following:		
PHIL 2050	Ethics and Values IH	3
HLTH 1100	Personal Health and Wellness TE	2
or EXSC 1097	Fitness for Life TE	
Distribution Courses		
ECON 2010	Principles of Economics I SS (as a matriculation requirement, a grade of C- or higher is required)	3
Biology		3

Physical Science		3
Additional Biology or Physical Science		3
Humanities		3
Fine Arts		3
Discipline Core Requirements		
Matriculation Courses:		15
		Credits
ACC 2110	Principles of Accounting I	3
Complete one of the following: ²		
My Educator		
IM 2010	Business Computer Proficiency (3)	
IM 2600	Spreadsheet Applications (3)	
Complete the following:		
MKTG 220G	Written Business Communication GI WE (Complete with B- grade or higher)	3
MGMT 2340	Business Statistics I	3
or STAT 2040	Principles of Statistics QL	
MKTG 2390	Professional Business Presentations	3
MGMT 2400	Data Analytics for Business	3
Note: ECON 2010 is also a matriculation requirement.		
Business Core Courses:		15
		Credits
FIN 3100	Principles of Finance	3
MGMT 3000	Organizational Behavior WE	3
MKTG 3600	Principles of Marketing	3
MGMT 3450	Operations Management ¹	3
MGMT 4860	Business Strategy Formulation and Implementation ¹	3
Digital Marketing Core:		28
		Credits
ENTR 293R	Entrepreneurship Lecture Series	1
or MGMT 295R	Executive Lecture Series	
MKTG 1890	Introduction to Careers in Business	1
MKTG 3890	Business Career Strategy	2
MKTG 3300	Marketing Analytics	3
MKTG 3660	Digital Marketing	3
MKTG 3170	Digital Advertising	3
MKTG 3680	Marketing with Social Media	3
MKTG 3690	Digital Marketing Analytics	3
MKTG 3665	Search Engine Optimization	3
MKTG 4150	Digital Marketing Capstone	3
or MKTG 4650	Marketing Management Capstone	
MKTG 483R	Digital Marketing Internship (1-3 credits)	3
Elective Requirements		27
		Credits
Marketing Electives: Select from approved list; see advisors. Transfer students needing global/intercultural credit should take MKTG 335G.		12
General Electives: Any course numbered 1000 or higher. (15 credits needed)		15

1

Cannot be taken until student is matriculated.

2

Students are required to complete My Educator with a score of 80 percent or higher, or complete either IM 2010 Business Computer Proficiency or IM 2600 Spreadsheet Applications with a grade of B- or higher.

Graduation Requirements

1. Completion of a minimum of 120 semester credits required in the BS degree; at least 40 credit hours must be upper-division courses.
2. Overall grade point average 2.0 or above with a minimum of 2.5 GPA in all Woodbury School of Business courses. No grade lower than a "C-" in core and specialization courses.
3. Residency hours: Minimum of 30 credit hours of business courses through course attendance at UVU, with at least 10 hours earned in the last 45 hours.
4. Completion of GE and specified departmental requirements. Students are responsible for completing all prerequisite courses.
5. Successful completion of at least one Global/Intercultural course.
6. Successful completion of at least two Writing Enriched (WE) courses.

NOTE: Students will be limited to 9 hours of upper-division credit until matriculation is completed.

Graduation Plan

This graduation plan is a sample plan and is intended to be a guide. Your specific plan may differ based on your Math and English placement and/or transfer credits applied. You are encouraged to meet with an advisor and set up an individualized graduation plan in Wolverine Track (<http://www.uvu.edu/wolverinetrack/>).

First Year

Semester 1		Credit Hours
ENGL 1010 or ENGH 1005	Introduction to Academic Writing CC or Literacies and Composition Across Contexts CC	3
Complete one of the following:		3
MATH 1050	College Algebra QL	
MATH 1055	College Algebra with Preliminaries QL	
MATH 1090	College Algebra for Business QL	
Physical Science		3
HLTH 1100 or EXSC 1097	Personal Health and Wellness TE or Fitness for Life TE	2
Fine Arts		3
Credit Hours		14

Semester 2		
ENGL 2010	Intermediate Academic Writing CC	3
MGMT 2400	Data Analytics for Business	3
Biology		3
American Institutions		3
MKTG 2390	Professional Business Presentations	3
Credit Hours		15

Second Year

Semester 3		Credit Hours
PHIL 2050	Ethics and Values IH	3
MGMT 2340	Business Statistics I	3
ACC 2110	Principles of Accounting I	3
ECON 2010	Principles of Economics I SS	3
MKTG 220G	Written Business Communication GI WE	3
Complete one of the following:		
My Educator		
IM 2010	Business Computer Proficiency	
IM 2600	Spreadsheet Applications	
Credit Hours		15

Semester 4		Credit Hours
MKTG 1890	Introduction to Careers in Business	1
MKTG 3600	Principles of Marketing	3
General Elective		3
MGMT 3000	Organizational Behavior WE	3
Humanities		3
Additional Biology or Physical Science		3
Credit Hours		16

Third Year

Semester 5		Credit Hours
FIN 3100	Principles of Finance	3

MKTG 3890	Business Career Strategy	2
MKTG 3690	Digital Marketing Analytics	3
MKTG 3660	Digital Marketing	3
MKTG 3665	Search Engine Optimization	3
Credit Hours		14
Semester 6		
MGMT 3450	Operations Management	3
MKTG 3170	Digital Advertising	3
3000 level Digital Marketing Elective		3
MKTG 483R	Digital Marketing Internship	3
3000 level Digital Marketing Elective		3
Credit Hours		15
Fourth Year		
Semester 7		
MGMT 4860	Business Strategy Formulation and Implementation	3
MKTG 3680	Marketing with Social Media	3
MGMT 295R or ENTR 293R	Executive Lecture Series or Entrepreneurship Lecture Series	1
MKTG 3300	Marketing Analytics	3
General Elective		3
General Elective		3
Credit Hours		16
Semester 8		
3000 level Digital Marketing Elective		3
3000 level Digital Marketing Elective		3
MKTG 4150	Digital Marketing Capstone	3
General Elective		3
General Elective		3
Credit Hours		15
Total Credit Hours		120

Program Learning Outcomes

1. Analyze quantitatively and qualitatively market conditions for insights that inform marketing strategy, campaigns, and plans.
2. Develop effective marketing plans and campaigns that account for customer differences and preferences, competition, and the impact of other relevant market factors.
3. Create digital marketing campaigns that include effective use of digital advertising, social media, and analytics.
4. Coordinate a significant team marketing project for a business client.
5. Communicate analysis, decisions, campaigns, and plans to stakeholders effectively.