# 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<br>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<br>Hours |
|-------------------------------|--|-----------------|
| Total Credit Hours            |  | 120             |
| General Education Requi       | rements  | 35<br>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 | ing:   | 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 Placemen          | t (AP) Mathematics Test with a score of 3 or higher  |                 |
| Complete one of the following | ing:   | 3               |
| HIST 2700                     | US History to 1877 AS  |                 |
| & HIST 2710                   | 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               |
|                               |  |                 |

## Digital Marketing, B.S.

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| Physical Science                            |  | 3       |
|---|--|---------|
| Additional Biology or Physical Scie         | ence   | 3       |
| Humanities                                  |  | 3       |
| Fine Arts                                   |  | 3       |
| Discipline Core Requirements                |  | J       |
| Matriculation Courses:                      |  | 15      |
|   |  | Credits |
| ACC 2110                                    | Principles of Accounting I   | 3       |
| Complete one of the following: <sup>2</sup> |  |         |
| 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 matrice           | ulation requirement.   |         |
| <b>Business Core Courses:</b>               |  | 15      |
|   |  | Credits |
| FIN 3100                                    | Principles of Finance  | 3       |
| MGMT 3000                                   | Organizational Behavior WE   | 3       |
| MKTG 3600                                   | Principles of Marketing  | 3       |
| MGMT 3450                                   | Operations Management <sup>1</sup>   | 3       |
| MGMT 4860                                   | Business Strategy Formulation and Implementation <sup>1</sup>  | 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 |
| -   | pproved list; see advisors. Transfer students needing global/intercultural credit should take MKTG 335G. | 12      |
| General Electives: Any course nun           | nbered 1000 or higher. (15 credits needed)   | 15      |

Cannot be taken until student is matriculated.

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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/).

| Senester 1         Credit House           NICH 1010         in ENDH 1010         of Liberacies and Composition Across Contexts CC         3           Compiler one of the following:         3           Compiler one of the following:         6         6           MATH 1055         College Algebra OL         1           MATH 1056         College Algebra of Business OL         1           Physical Science         3         1           HITH 1150         College Algebra for Business OL         2           Physical Science         3         2           in EXSC 1037         9         2           file Ans         Feed til Hours         1           Sensetter 2         1         3           Files Ans         7         1           Sensetter 3         1         3           Sensetter 4         3         3           Sensetter 5         1         3           Sensetter 5         1         3           Sensetter 5         1         3           Sensetter 4         1         3           Sensetter 5         1         3           Sensetter 6         1         1         3           Sensetter 5   | First Year                             |                                       |              |
|--|--|---------------------------------------|--------------|
| ENCL 1.010         Introduction to Academic Witting CC         3           Compileto one of the following:         3           MATH 1000         College Algebra OL           MATH 1000         College Algebra Note Pellmaineries OL           HLTH 1100         Personal Health and Wellness TE           or EXEC 0037         7           Fine Aris         7           Fine Aris         7           Semester 2         7           ENGL 2010         Intermediate Academic Wising CC         3           MCMT 2400         Data Annalysics for Business         3           MCMT 2400         Data Annalysics for Business         3           MCMT 2400         Data Annalysics for Business Presentations         3           MCMT 2400         Professional Business Presentations         1           MCMT 2400         Professional Statistics I         3           MCMT 2400         Business Statistics I         3           MCMT 2400         Principles of Accounting I         3           MCMT 2400         Principles of Decommics I SS <td< td=""><td></td><td></td><td>Credit Hours</td></td<>  |  |                                       | Credit Hours |
| or ENH 1005 o Literacies and Camposition Across Contests EC Complete one of the following:  MATH 1005 College Algebra value Prelimandres CL  MATH 1005 College Algebra value Prelimandres CL  MATH 1005 College Algebra value Prelimandres CL  Physical Science  College Algebra of Business CL  Physical Science  CE EXSC 1997 or Fluenss for Lite TE  CE CHIST CONTEST CONTE |  | Introduction to Academic Writing CC   |              |
| MATH 1050 Cellege Algebra OL MATH 1055 Cellege Algebra for Business OL MATH 1056 Cellege Algebra for Business OL MATH 1056 Cellege Algebra for Business OL MATH 1050 Personal Health and Wellness TE or EXEC 1097 Personal Health and Wellness TE or EXEC 1097 Cerdit Hours  Credit Hours  Credit Hours  MICHI 2000 Data Analytics for Business  BIGLI 2010 Intermediate Academic Writing CC Asademica Institutions  MICHI 2030 Data Analytics for Business  BIGLI 2010 Intermediate Academic Writing CC Asademica Institutions  MICHI 2030 Professional Business Presentations  Credit Hours  Todat Hours  MICHI 2030 Professional Business Presentations  Sensetz 3  Professional Business Presentations  ACC 2110 Principles of Accounting 1 ACC 2110 Principles of Accounting 1 ACC 2110 Principles of Accounting 1 ACC 2100 Principles of Accounting 1 ACC 2100 Principles of Accounting 1 ACC 2100 Principles of Economica ISS ACC 2100 Principles of Economica ISS ACC 2100 Principles of Economica ISS ACC 2100 Witten Business Computer Proficiency  MICHI 2000 Business Computer Proficiency  MICHI 2000 Spread-sheet Applications  The Accounting 1 ACC 2100 Principles of Economica ISS AC |  |                                       | Ç            |
| MATH 1055         College Algebra with Preliminaries QL           MATH 1050         College Algebra for Business QL           Physical Solemoe         3           HLTH 100         Personal Health and Welineas TE or EXSC 1097           Fine Arts         7           Semester 2         Credit Hours           ENGL 2010         Intermediate Academic Writing CC         3           SMCMT 2400         Data Analytics for Business         3           Biology         3           American Institutions         3           MKTC 2309         Professional Business Presentations         3           American Institutions         15           Second Year         Credit Hours         15           Semester 3         7           PHL 2050         Ehics and Values IH         3           MCT 2300         Business Statistics I         3           ACC 2110         Principles of Economics I SS         3           MCMT 2301         Principles of Economics I SS         3           MCMT 2402         Principles of Economics I SS         3           MCM 2504         Principles of Economics I SS         3           MCM 2504         Principles of Economics I SS         3           MCM 2504 <t< td=""><td>Complete one of the following:</td><td></td><td>3</td></t<>  | Complete one of the following:         |                                       | 3            |
| MATH 1090         College Algebra for Business QL           Physical Science         3           LITH 1100         Personal Health and Weliness TE or Fines for Life TE           Frie Arts         7 Fines for Life TE           Semester 2         14           Semester 2         Well Hours         3           SMCM 2010         Intermediate Academic Writing CC         3           MCMT 2400         Data Analytics for Business         3           Biology         2         2           American Institutions         3           MCT 2390         Professional Business Presentations         3           Second Year         15           Semester 3         4           PHIL 2000         Ethics and Values IH         3           ACC 2110         Principles of Accounting I         3           ECON 2010         Principles of Economics I SS         3           ECON 2010         Principles of Economics I S         3           MCC 2120         Written Business Communication GI WE         3           MC 2010         Business Computer Proficiency         1           M 2010         Business Computer Proficiency         1           M 2020         Spreadsheef Applications         1   | MATH 1050                              | College Algebra QL                    |              |
| Physical Science         3           HLTH 1100         Personal Health and Wellness TE or EXSC 1007         2           or EXSC 1007         or Finnes for Life TE           Finne Arts         3           Semester 2         14           ENGL 2010         Intermediate Academic Writing CC         3           Biology         3           MCMIT 2400         Data Analysics for Business         3           Biology         7           Cedit Hours         3           MCTC 2309         Professional Business Presentations         3           MCTC 2400         Expensional Business Presentations         3           MCTC 2407         Cedit Hours         15           Second Year         Text Hours         3           Second Year         15         3           Second Year         3         3           Second Year         3         3           MCTC 2400         Princeples of Accounting 1         3           MCT 2404         Princeples of Accounting 1         3           MCTC 2400         Princeples of Economics 1 SS         3           MCTC 2500         Witten Business Computer Proficiency         3           MCTQ 1890         Introduction to Careers in  | MATH 1055                              | College Algebra with Preliminaries QL |              |
| ### HENTH 100 or FIXOSC 1037 or Filoses for Life TE or FIROSC 1037 or Filoses for Life TE Filose Atts    Credit Hours  | MATH 1090                              | College Algebra for Business QL       |              |
| or EXSC 1097         or Fitness for Life TE           Fine Ats         Credit Hours         14           Semester 2         14           ENGL 20 10         Intermediate Academic Writing CC         3           Biology         3           MCMT 2400         Ibad Analytics for Business         3           Biology         3           American Institutions         3           MCT 2390         Professional Business Presentations         3           MCT 2390         Professional Business Presentations         3           Second Year         Testif Hours         15           Semester 3         Fordit Hours         3           PHIL 2050         Ethics and Values IH         3           MCG 2110         Principles of Accounting 1         3           ECON 2010         Principles of Economics IS S         3           ECON 2010         Principles of Economics IS S         3           MCT 2205         Witten Business Communication GI WE         3           MET 2206         Written Business Communication GI WE         1           MEX 2010         Business Computer Proficiency         1           MEX 2010         Stripead-theer Applications         1           MEX 2011         P  | Physical Science                       |                                       | 3            |
| Fine Arts         Cedit Hours         14           Semester 2         Cedit Hours         14           ENGL 2010         Intermediate Academic Writing CC         3           BIOL 2010         Data Analytics for Business         3           Biology         3         3           American Institutions         3         3           MICT 23090         Professional Business Presentations         3         3           Second Year         Verial Hours         3         5           Second Year         Second Year         3         5         5         5         6         6         6         6         6         6         6         6         6         6         6         7         6         7         8         7         8         7         8         9  | HLTH 1100                              | Personal Health and Wellness TE       | 2            |
| Cedit Hours         14           Semester 2           SINGL 2010         Intermediate Academic Writing CC         3           MCMT 2400         Data Analytics for Business         3           Biology         Professional Business Presentations         3           American Institutions         15           Second Year           Second Year           Second Year           Semester 3           MCM 2240         Business Statistics 1         3           AC 2240         Business Comounties I SS         3           AC 220G         Written Business Communication Gl WE         3           MC 200         Semester 4           MC 201         5         5         5         5 <td>or EXSC 1097</td> <td>or Fitness for Life TE</td> <td></td>  | or EXSC 1097                           | or Fitness for Life TE                |              |
| Semester 2         ENGL 2010         Intermediate Academic Writing CC         3           MGMT 2400         Data Analytics for Business         3           Blokgy         "Data Analytics for Business         3           Blokgy         "Data Analytics for Business Presentations         3           American Institutions         "Credit Hours         1           Second Year         "Credit Hours         1           Second Year         "Thill 2050         Ethics and Values IH         3           MCD 2340         Business Statistics I         3           MCD 2340         Business Statistics I         3           ACC 2110         Principles of Economics I S         3           ECON 2010         Principles of Economics I S         3           CCON 2010         Principles of Economics I GI WE         3           Complete one of the following:         "Think 2000         Spreadsheet Applications         1           IM 2010         Business Computer Proficiency         15           IM 2010         Spreadsheet Applications         15           Semester 4         1         1           MKTG 3800         Principles of Marketing         3           General Elective         "Think Year         3   | Fine Arts                              |                                       | 3            |
| ENGL 2010         Intermediate Academic Writing CC         3           MCMT 2400         Data Analytics for Business         3           Biology         3           American Institutions         3           MCTG 2390         Professional Business Presentations         3           Second Year           Semester 3           Fell L 2050         Ethics and Values IH         3           MCMT 2340         Business Statistics I         3           ACC 2110         Principles of Accounting I         3           ECON 2010         Principles of Accounting I         3           MCKT 2320         Written Business Communication GI WE         3           Complete one of the following:         4           MKTG 2800         Spreadsheet Applications         15           MERCE 4         15           MKTG 1890         Spreadsheet Applications         15           Semester 4         3           MKTG 3600         Principles of Marketing         3           General Elective         3           MCMT 3000         Organizational Behavior WE         3           Humanities         3           Additional Biology or Physical Science         16      <  |  | Credit Hours                          | 14           |
| MGMT 2400         Data Analytics for Business         3           Biology         3           American Institutions         3           MCTG 2390         Professional Business Presentations         3           MCTG 2390         Professional Business Presentations         15           Second Year         Second Year         ****           Semester 3         ****         ****           PHIL 2050         Ethics and Values IH         3           MCM 2340         Business Statistics I         3           ACC 2110         Principles of Economics I SS         3           ACC 2101         Principles of Economics I SS         3           SCOND 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         ***           MCTG 3800         Spreadsheet Applications         ***           MKTG 3800         Principles of Marketing         3           General Elective         ***         3           MGMT 3000         Organizational Behavior WE         3  | Semester 2                             |                                       |              |
| Biology         3           American Institutions         3           MKTG 2390         Professional Business Presentations         3           Kerost Faster 3           Semoster 3           FINIT Logo Go   | ENGL 2010                              | Intermediate Academic Writing CC      | 3            |
| American Institutions         3           MKTG 2390         Professional Business Presentations         3           Second Year         5           Semester 3         Femisser A           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:         WF Educator           IM 2010         Business Computer Proficiency         1           IM 2020         Spreadsheet Applications         1           Semester 4         MKTG 1890         Introduction to Careers in Business         1           MKTG 3600         Principles of Marketing         3           General Elective         3         3           MCMT 3000         Organizational Behavior WE         3           Humanities         3         3           Additional Biology or Physical Science         7           Third Year         Semester 5  | MGMT 2400                              | Data Analytics for Business           | 3            |
| MKTG 2390         Professional Business Presentations         3           Second Year         15           Semester 3         Phill. 2050         Ethics and Values IH         3           MGMT 2340         Business Statistics I         3           ACC 210         Principles of Accounting I         3           ECON 2010         Principles of Economics I SS         3           MKTG 220G         Witten Business Communication GI WE         3           Complete one of the following:         4           MY Educator         4           IM 2010         Business Computer Proficiency         15           MKTG 1890         Spreadsheet Applications         15           Semester 4         4         1           MKTG 1890         Introduction to Careers in Business         1           MKTG 3600         Principles of Marketing         1           General Elective         3           MGMT 3000         Organizational Behavior WE         3           MGMT 3000 prlysical Science         3           Additional Biology or Physical Science         1           Third Year         2           Semester 5   | Biology                                |                                       | 3            |
| Second Year           Semester 3           Fibric s 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 220Ge         Written Business Communication GI WE         3           Complete one of the following:           My Educator           MY 2010         Business Computer Proficiency           ME 2000         Spreadsheet Applications           Semester 4           MKTG 1890         Introduction to Careers in Business         1           MKTG 1890         Introduction to Careers in Business         1           MKTG 1890         Introduction to Careers in Business         1           MKTG 1890         Organizational Behavior WE         3           MGMT 3000         Organizational Behavior WE         3           MGMT 3000         Organizational Behavior WE         3           Additional Biology or Physical Science         7           Additional Biology or Physical Science         <   | American Institutions                  |                                       | 3            |
| Semester 3           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:         ************************************  | MKTG 2390                              | Professional Business Presentations   | 3            |
| Semester 3           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           Omplete one of the following:           MY Educator         MY Educator         1           IM 2010         Business Computer Proficiency         15           MEX 2000         Spreadsheet Applications         15           Semester 4           MKTG 1890         Introduction to Careers in Business         1           MKTG 3600         Principles of Marketing         3           General Elective         3           MGMT 3000         Organizational Behavior WE         3           MGMT 3000         Organizational Behavior WE         3           Additional Biology or Physical Science         Cedit Hours         16           Third Year         Semester 5         16   |  | Credit Hours                          | 15           |
| 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:         Wy Educator           IM 2010         Business Computer Proficiency         Teve Hours         Teve H   | Second Year                            |                                       |              |
| 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           MKTG 1890         Introduction to Careers in Business         1           MKTG 3800         Principles of Marketing         3           General Elective         3           Humanities         3           Additional Biology or Physical Science         3           Credit Hours         16           Third Year           Semester 5  | Semester 3                             |                                       |              |
| ACC 2110 Principles of Accounting I 3 ECON 2010 Principles of Economics I SS 3 MKTG 220G Writen 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  MKTG 1890 Introduction to Careers in Business MKTG 3800 Principles of Marketing 3 General Elective 3 MGMT 3000 Organizational Behavior WE 3 Humanities Additional Biology or Physical Science 16  Credit Hours 16  Credit Hours 16  Third Year Semester 5  | PHIL 2050                              | Ethics and Values IH                  | 3            |
| ECON 2010         Principles of Economics I SS         3           MKTG 220G         Written Business Communication GI WE         3           Complete one of the following:         Wy Educator         IM 2010         Business Computer Proficiency           IM 2600         Spreadsheet Applications         15           Semester 4         WKTG 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           Third Year         Semester 5  | MGMT 2340                              | Business Statistics I                 | 3            |
| MKTG 220G       Written Business Communication GI WE       3         Complete one of the following:       We Educator         IM 2010       Business Computer Proficiency         IM 2600       Spreadsheet Applications         Credit Hours       15         Semester 4         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       Credit Hours       16         Third Year         Semester 5  | ACC 2110                               | Principles of Accounting I            | 3            |
| Complete one of the following:           My Educator           IM 2010         Business Computer Proficiency           IM 2600         Spreadsheet Applications           Credit Hours         15           Semester 4           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         Credit Hours         16           Third Year           Semester 5   | ECON 2010                              | Principles of Economics I SS          | 3            |
| My Educator         IM 2010         Business Computer Proficiency           IM 2600         Spreadsheet Applications           Credit Hours         15           Semester 4           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         Credit Hours         16           Third Year           Semester 5  | MKTG 220G                              | Written Business Communication GI WE  | 3            |
| IM 2010         Business Computer Proficiency           IM 2600         Spreadsheet Applications           Semester 4           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  | Complete one of the following:         |                                       |              |
| Spreadsheet Applications           Credit Hours         15           Semester 4           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         Credit Hours         16           Third Year           Semester 5  | My Educator                            |                                       |              |
| Credit Hours         15           Semester 4           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   | IM 2010                                | Business Computer Proficiency         |              |
| Semester 4           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   | IM 2600                                | Spreadsheet Applications              |              |
| 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                          | 15           |
| 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  | Semester 4                             |                                       |              |
| General Elective         3           MGMT 3000         Organizational Behavior WE         3           Humanities         3           Additional Biology or Physical Science         3           Credit Hours         16           Third Year           Semester 5  | MKTG 1890                              | Introduction to Careers in Business   | 1            |
| MGMT 3000         Organizational Behavior WE         3           Humanities         3           Additional Biology or Physical Science         3           Credit Hours         16           Third Year           Semester 5   | MKTG 3600                              | Principles of Marketing               | 3            |
| Humanities Additional Biology or Physical Science  Credit Hours  16 Third Year Semester 5  | General Elective                       |                                       | 3            |
| Additional Biology or Physical Science 3  Credit Hours 16  Third Year Semester 5   | MGMT 3000                              | Organizational Behavior WE            | 3            |
| Credit Hours 16 Third Year Semester 5  | Humanities                             |                                       | 3            |
| Third Year Semester 5  | Additional Biology or Physical Science |                                       | 3            |
| Semester 5   |  | Credit Hours                          | 16           |
|  | Third Year                             |                                       |              |
| FIN 3100 Principles of Finance 3   | Semester 5                             |                                       |              |
|  | FIN 3100                               | Principles of Finance                 | 3            |

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|                                       | Total Credit Hours  | 120 |
|---------------------------------------|---|-----|
|                                       | Credit Hours  | 15  |
| General Elective                      |   | 3   |
| General Elective                      |   | 3   |
| MKTG 4150                             | Digital Marketing Capstone                                  | 3   |
| 3000 level Digital Marketing Elective |   | 3   |
| 3000 level Digital Marketing Elective |   | 3   |
| Semester 8                            | Great Hours   | 10  |
| Contra Liberry                        | Credit Hours  | 16  |
| General Elective                      |   | 3   |
| General Elective                      | warreung Analytics  | 3   |
| MKTG 3300                             | Marketing Analytics   | 2   |
| MGMT 295R<br>or ENTR 293R             | Executive Lecture Series or Entrepreneurship Lecture Series | 1   |
| MKTG 3680                             | Marketing with Social Media                                 | 3   |
| MGMT 4860                             | Business Strategy Formulation and Implementation            | 3   |
| Semester 7                            |   |     |
| Fourth Year                           |   |     |
|                                       | Credit Hours  | 15  |
| 3000 level Digital Marketing Elective |   | 3   |
| MKTG 483R                             | Digital Marketing Internship                                | 3   |
| 3000 level Digital Marketing Elective | g   | 3   |
| MKTG 3170                             | Digital Advertising   | 3   |
| Semester 6<br>MGMT 3450               | Operations Management                                       | 3   |
|                                       | Credit Hours  | 14  |
| MKTG 3665                             | Search Engine Optimization                                  | 3   |
| MKTG 3660                             | Digital Marketing   | 3   |
| MKTG 3690                             | Digital Marketing Analytics                                 | 3   |
| MKTG 3890                             | Business Career Strategy                                    | 2   |
|                                       |   |     |

# **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.