

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.