

Marketing - Digital Marketing Concentration (BSBA) Four-Year Plan

Marketing - Digital Marketing Concentration - BSBA 2022-23 Four-Year Plan

Freshman

First Term	Hours	Second Term	Hours
ENGL 110C		3 ENGL 211C or ENGL 221C or ENGL 231C (C or better required)	3
MATH 162M		3 MATH 200	3
Language and Culture I (May be waived; see requirement details)		0-3 Language and Culture II (May be waived; see requirement details)	0-3
Nature of Science I		4 Nature of Science II	4
BUSN 110		1 Interpreting the Past	3
Free Elective*		3	
		14-17	13-16

Sophomore

First Term	Hours	Second Term	Hours
Literature		3 Human Creativity	3
Oral Communication: COMM 101R required		3 Information Literacy and Research	3
PHIL 230E or PHIL 303E or PHIL 344E or PHIL 345E or PHIL 442E		3 ACCT 202	3
ACCT 201		3 ECON 201S	3
ECON 202S		3 BNAL 206	3
		15	15

Junior

First Term	Hours	Second Term	Hours
MKTG 311**		3 OPMT 303	3
BNAL 306		3 FIN 331	3
FIN 323		3 ECON 301	3
IT 360T		3 MKTG 402	3
MGMT 325		3 MKTG 411	3
		Free Elective*	3
		15	18

Senior

First Term	Hours	Second Term	Hours
MGMT 485W		3 MKTG 490	3

MKTG 407	3	MKTG 460	3
MKTG 450	3	200-400 Level Free Elective*	3
MKTG 455	3	Upper Division Education*	3
Upper Division Education*	3	Digital Marketing Concentration Elective (IT 325 or MKTG 367 or MKTG 368 or MKTG 369 or MKTG 406 or MKTG 412 or MKTG 496)	3
		15	15

Total credit hours: 120-126

** C or better required as a prerequisite to upper-level MKTG courses.

*The four-year plan is a suggested curriculum to complete this degree program in four years. It is just one of several plans that will work and is presented only as broad guidance to students. Each student is strongly encouraged to develop a customized plan in consultation with their academic advisor. Additional information can also be found in Degree Works.