

MARKETING & DIGITAL STRATEGIES MAJOR

Business, B.S.

Marketing goods and services for business-to-consumer, business-to-business, and consumer-to-consumer organizations will be the beginning focal point for a marketing major. Products and prices promoted through traditional and electronic distribution channels will be studied. The student who majors in marketing will be able to recognize best practice functions and to make decisions leading to the development of a business plan and/or product. Integrated marketing communications principles are introduced to students for creating and evaluating interactive activities and exercises in personal and mass selling. E-Business, television, web technology, and graphics will be utilized in the production of computer graphics for the upper-level multimedia, television application and research projects.

Code	Title	Hours
<i>University Core</i>		
Behavioral/Social Science Electives ¹		9
BUS 204	Financial Wellness	1
ENG 114	Critical Reading and Response	3
ENG 124	Research and Writing in the Disciplines	3
or ENG 134	Literary Genres	
Humanities Electives		9
MAT 120	Statistics	3
Science Electives (lab required)		7
WEL 100	Empowered as Learners and Leaders	3
or WEL 220	Empowered as Learners and Leaders	
WEL 350	Strategies for Career and Personal Growth	2
<i>Major Requirements</i>		
ACC 100	Introduction to Financial Accounting	3
ACC 101	Introduction to Managerial Accounting	3
BUS 120	Business in Society	3
BUS 215	Legal Environments of Business	3
or LAW 220	Business Law	
BUS 226	Principles of Marketing	3
BUS 230	Principles of Sales	3
BUS 235	Dynamics of Management and Leadersh	3
BUS 245	Social Media Marketing for Business with Professional Certification	3
BUS 300	Organizational Development and Change	3
or LOS 315	Organizational Behavior and Leadership	
BUS 308	Communicating in Business	3
BUS 317	Career Academy: Google Digital Marketing & E-Commerce - Part I	3
BUS 318	Career Academy: Google Digital Marketing & E-Commerce - Part II	3
BUS 327	Financial Management	3
BUS 342	Branding	3
BUS 400	Marketing Research	3
BUS 460	Integrated Marketing Communications	3
BUS 491	Strategic Management and Policy	3

Career Elective ²		6
COM 112	Fundamentals of Spreadsheets	3
or COM 130	Computer Applications	
<i>General Electives</i>		
General Electives		20
<i>Total Credits Required</i>		120

¹ Students must

take ECO 211 Macroeconomics and ECO 212 Microeconomics OR ECO 240 Economics as a part of their Behavioral/Social Science Elective requirements.

² Students must choose 6 credits from the following courses: ACC 207, ADS 521, ADS 534, BUS 211, BUS 212, BUS 213, BUS 245, BUS 311, BUS 312, BUS 313, BUS 317, BUS 318, BUS 498, BUS 499, DGM 500, DGM 600, MBA 500, MBA 520, MBA 601, MLN 500, MLN 505, NMP 500, NMP 521, NMP 531.