

BACHELOR OF SCIENCE IN DIGITAL MARKETING

Program Requirements

In order to earn the Bachelor of Science degree in Digital Marketing, students must complete the following degree components:

Requirement	Title	Credits
Core ¹		28
Program Requisites		15
Major Requirements		45
Electives		32
Total Credits		120

1

34 credits total; 6 credits are counted below in Program Requisites.

In order to earn the Bachelor of Science degree in Digital Marketing, students must complete the following required courses while achieving a minimum cumulative grade-point average (GPA) of 2.0 in their major courses.

Requirement	Title	Credits
Core		
Core Requirements ¹		28
Program Requisites		
BUSN 250	Business Communications	3
BUSN 270	Business Law and Ethics	3
ECON 203	Principles of Microeconomics	3
ECON 204	Principles of Macroeconomics	3
STAT 280	Applied Statistics	3
Major Requirements		
BUSN 310	Statistical Analysis for Business Decisions	3
BUSN 340	Introduction to Business Analytics	3
BUSN 350	Marketing and E-Commerce	3
BUSN 395	Project Management	3
BUSN 480	Strategic Management and Policy	3
DMKT 300	Social Media Marketing	3
DMKT 320	Digital Marketing Analytics	3
DMKT 340	Mobile Marketing	3
DMKT 360	Consumer Messaging	3
DMKT 380	Search Engine Optimization	3
DMKT 400	Consumer Behavior	3
DMKT 420	Customer Relationship Management	3
DMKT 440	Content Creation	3
DMKT 460	Brand and Product Management	3
DMKT 490	Digital Marketing Capstone	3
Electives		
Electives Requirement ²		32
Total Credits		120

1

6 credits of the 34-credit Core are fulfilled within the Program Requisites.

2

Students may choose from any course in the catalog. If students wish to complete a concentration, they may complete a maximum of two concentrations.

Students may also earn up to 30 credits of electives via Prior Learning Assessment (PLA).

