

Degree Completion Plan: Marketing - Digital Marketing 2023-2024

Freshman Year

Fall	ENGL 100*or 101 (3) College English 1 Minimum grade C- Pre: ACT 20 or ENGL 011 or Placement Exam *non native-speaker	Math 111 (3) College Algebra Minimum grade C- Pre: ACT 20 or Math 012 or Placement Exam	COMM 111 (3) Public Speaking Minimum grade C-	BADM 100 (3) Exploring the World of Business	First Year Sem (3)* New Freshmen Only -or- Open Elective (3) Transfer Students	BADM 162 (1) Excel Minimum grade C- Pre/Corequisite-MATH 111
Spring	ENGL 102 (3) College English 2 Minimum grade C- Pre: ENGL 101 or ENGL 100	ECON 231 (3) Introduction to Business Statistics Pre: Math 111 or Math 123 or Math 112 or Math 144 or Math 242	ECON 232 (1) Statistical Software Application Pre: Math 111 or MATH 144, BADM 162	Fine Arts (3)* GenEd	Hum Intro (3)* GenEd	Open Elective (3)

Sophomore Year

Fall	MKT 300 (3) Marketing Minimum grade C+ Pre: ENG 102, COMM 111,	ACCT 210 (3) Financial Accounting Pre: BADM 162, Math 111 or MATH 144	ECON 201 (3) Principles Macroeconomics GenEd	ENTR 310 (3) Entrepreneurial Experience Pre: ENGL 101,102, COMM 111 GenEd	FA - HUM - MNS (3) 300 and Above GenEd	<i>Note: Open elective hours are 100 level and above course options to meet the 120 degree hours required.</i>
Spring	MKT 405 (3) Consumer Behavior Pre: MKT 300 with C+	MKT 403 (3) Marketing Research Pre: MKT 300 with C+, ECON 231, ECON 232	ACCT 220 (3) Managerial Accounting Pre: ACCT 210, BADM 162, Math 111 or MATH 144	ECON 202 (3) Principles Microeconomics Pre: ECON 201 or ECON 201H GenEd	Open Elective (3)	<i>Note: MKT 403- Consumer Behavior is online in Spring semester only. In-person only in Fall.</i>

Junior Year

Fall	MKT 710 (3) Digital Marketing Pre: MKT 405	MKT 750B (3) Website Strategy and Development Pre: MKT 405	Math 144 (3) Business Calculus Pre: Math 111 or Math 112 or Math 123 (C-) GenEd	FIN 340 (3) Financial Management-Fund. Valuation Analysis Pre-reqs: 45 Credit Hrs, ECON231, ECON232, ACCT210, ECON202 Pre/Co-Req:ACCT 220	Open Elective (3)	<i>Note: MKT 710 and MKT 750B are planned to be taught as consecutive 8 week classes</i>
Spring	Marketing Major Elective (3)* Choose One: MKT 607, ENTR 453, MKT 690I	MGMT 360 (3) Principles of Management Pre: ENGL 101	DS 350 (3) Operations Management Pre: ECON, 231, BADM 162	Open Elective (3)	Open Elective (3)	<i>Note: MKT 607 is spring only. ENTR 453 is fall only.</i>

Senior Year

Fall	MKT 690J (3) Social Media Marketing Pre: MKT 405	IB 333 (3) International Business pre: Junior standing recommended GenEd	BLAW 431 (3) Legal Environment of Business Pre: ENGL 101, 102, COMM 111, MATH 111 or MATH 144	Open Elective (3)	Open Elective (3)	<i>Note: Students are encouraged to take MKT 690N- Customer Journey Analytics as an open elective</i>
Spring	MKT 609 (3) Marketing Programs Pre: MKT 403, MKT 405, senior standing Needs approval: see advisor	MIS 395 (3) Management Infor Sys Pre: Engl 101, 102, Comm 111, Math 111 or MATH 144	MGMT 681 (3) Strategic Management Pre: DS 350, FIN 340, MKT 300, MGMT 360 Taken in Last Semester Needs approval: see advisor	Open Elective (3)	Open Elective (1)	<i>Application for Degree (AFD) File before your final semester begins</i>

Pre = Prerequisite

120 credit hours / 2.25 GPA

* Run Degree Evaluation for list of specific courses