

# 2025-26 ACADEMIC MAP

## BBA - Digital Marketing

TOTAL HRS: 121



Academic map is a guide to help students stay on track to degree completion. Consult undergraduate catalog and academic advisor for other requirements.

\* minimum grade required

FALL SEMESTER						SPRING SEMESTER					
PREFIX	COURSE	CREDIT	AREA	GR*	SEM/GR	PREFIX	COURSE	CREDIT	AREA	GR*	SEM/GR
YEAR 1-Freshman	ENG 101	Composition I	3	Gen Ed		ENG 102	Composition II	3	Gen Ed		
	CIS 205	Microcomputer Apps	3	Gen Ed		COM 101/202	Communication Studies	3	Gen Ed		
	MAT 104	College Algebra	3	Gen Ed	C	PSY/SOC 101	Gen Psy/Princ of Soc	3	Spec Dgr		
	HIS 100/200 level	History	3	Gen Ed			Fine Arts	3	Gen Ed		
		Lab Science	3	Gen Ed			Lab Science	3	Gen Ed		
	FYS 100/300 <sup>1</sup>	First Year Seminar	1	Univ Req				15			
			16								
YEAR 2-Sophomore	ACC 220	Financial Accounting I	3	Bus Core		GBA 220	Legal Env of Business	3	Bus Core		
	ECO 211	Microeconomics	3	Gen Ed		ECO 210	Macroeconomics	3	Gen Ed		
	GBA 203	Business Communication	3	Bus Core		ENG 203/206	Intro to Literature	3	Gen Ed		
	GBA 204	Quant Methods of Business	3	Spec Dgr		MGT 200	Statistics	3	Bus Core		
		Humanities & Fine Arts	3	Gen Ed			General Elective	3	Elective		
			15					15			
YEAR 3-Junior	ACC 320	Managerial Accounting	3	Bus Core		MGT 327	Human Resources Mgt	3	Bus Core		
	CIS 300	Management Info Systems	3	Bus Core		MKT 321	Professional Selling	3	Major		
	MGT 300	Principles of Management	3	Bus Core		<b>MKT 388</b>	<b>Business Research Methods</b>	<b>3</b>	<b>Major</b>		
	MKT 300	Marketing Principles	3	Bus Core		<b>MKT 438</b>	<b>Digital Marketing</b>	<b>3</b>	<b>Major</b>		
		General Elective	3	Elective			General Elective	3	Elective		
			15					15			
YEAR 4-Senior	FIN 300	Business Finance	3	Bus Core		MGT 435	International Business	3	Bus Core		
	MGT 342	Operations Management	3	Bus Core		MGT 499	Strategic Management	3	Bus Core		
	<b>MKT 358</b>	<b>Consumer Behavior</b>	<b>3</b>	<b>Major</b>		<b>MKT 499</b>	<b>Marketing Management</b>	<b>3</b>	<b>Major</b>		
	<b>MKT 330</b>	<b>Promotional Strategies</b>	<b>3</b>	<b>Major</b>		<b>MKT 420</b>	<b>Visual Branding Strategies</b>	<b>3</b>	<b>Major</b>		
	<b>MKT 435</b>	<b>Social Media Marketing</b>	<b>3</b>	<b>Major</b>		MGT 487	Business Analytics	3	Bus Core		
			15					15			

- <sup>1</sup>All incoming students required to enroll in FYS 100 (freshmen) or FYS 300 (transfers).

- Classes in bold are only offered once a year.