

DIGITAL MARKETING, BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

Digital Marketing prepares students to work in the most dynamic and rapidly changing area of business. With courses in Marketing Research and Analytics, Integrated Marketing Communication, Social Media Marketing, Digital Metrics, and Retailing and the Virtual Market Place, students graduate with an understanding of how customers' preferences and opinions are measured, how data is collected and analyzed, and how marketing strategy is crafted to offer the right product for the right price in the right place to the most profitable customer. Digital Marketing students have opportunities to participate in applied learning experiences such as consulting with small businesses through ATU's Small Business Technology and Development Center to create social media marketing plans, to conduct actual marketing research for local organizations, and to work with other students to promote on campus activities.

Curriculum

The matrix below is a sample plan for all coursework required for this program.

Course	Title	Hours
Freshman		
Fall		
ENGL 1013	Composition I ¹	3
FAH 1XXX	Fine Arts and Humanities Courses ¹	3
COMS 1333	Web and Mobile Technologies	3
MATH 1113	College Algebra ²	3
BUAD 1111	Introduction to Business	1
BUAD 2003	Business Information Systems	3
Hours		16
Spring		
ENGL 1023	Composition II ¹	3
SCIL 1XXX	Science with Laboratory ¹	4
USHG 1XXX	U.S. History and Government ¹	3
MATH 2223	Quantitative Business Analysis ²	3
COMM 2173 or COMM 2003	Business and Professional Speaking or Public Speaking	3
Hours		16
Sophomore		
Fall		
ACCT 2004 & ACCT 2000	Accounting Principles I and Accounting Principles I Lab	4
ECON 2003	Principles of Macroeconomics	3
FAH 1XXX	Fine Arts and Humanities Courses ¹	3
BDA 2003	Business Problem Solving	3
BLAW 2033	Legal Environment of Business	3
Hours		16
Spring		
ACCT 2013	Accounting Principles II	3
ECON 2013	Principles of Microeconomics	3
SCIL 1XXX	Science with Laboratory ¹	4
STAT 2163 or PSY/SOC 2053	Introduction to Statistical Methods or Statistics for the Behavioral Sciences	3
MKT 3043	Principles of Marketing	3
Hours		16

Junior		
Fall		
ENGL 2053	Technical Writing	3
MGMT 3003	Principles of Management	3
MKT 3063	Social Media Marketing	3
MKT 3083	Retailing and the Virtual Marketplace	3
BDA 3013	Business Spreadsheet Modeling	3
Hours		15
Spring		
FIN 3063	Business Finance	3
MGMT 3103	Operations Management	3
MKT 3153	Marketing Research and Analysis	3
MKT 3163	Consumer Behavior	3
Marketing Elective (3000-4000)		3
Hours		15
Senior		
Fall		
MGMT 4013	Management Information Systems	3
MKT 4013	Digital Metrics	3
MKT 4063	Integrated Marketing Communication in a Digital Age	3
Approved Elective ³		3
General Elective		3
Hours		15
Spring		
MGMT 4083	Business Policy	3
MKT 4143	Marketing Strategy	3
General Elective		5
Hours		11
Total Hours		120

¹ See appropriate alternatives or substitutions in "General Education Requirements (<https://catalog.atu.edu/undergraduate/general-education-requirements/>)".

² Students who have two years of high school algebra with a grade of "C" or better and a math ACT score of 22 or above may omit College Algebra and enroll directly in MATH 2223 Quantitative Business Analysis. If omitted, an additional 3 hours of electives will be required. Students considering graduate school are advised to use free elective hours to take MATH 2914 Calculus I.

³ Approved electives include:

- COMS 2333 Web Publishing II
- JOUR 3173 Public Relations Principles
- MKT 3103 Selling and Sales Management
- MKT 4033 Internship in Marketing I
- MKT 4053 Sport and Event Marketing
- MKT 4093 International Marketing
- MGMT 4103 Supply Chain Management
- MGMT 4113 Managerial Issues in Electronic Commerce

This program partners the BSBA Digital Marketing undergraduate degree with the MBA degree. A maximum of 12 graduate level credit hours can be counted towards both the BSBA Digital Marketing degree and the MBA degree. Four graduate level courses can be used to replace four upper-division undergraduate courses as follows:

- BDA 6203 Business Information Analysis can replace MGMT 4073 Special Topics in Management
- MGMT 6203 Decision Modeling in Supply Chain Management can replace MGMT 4103 Supply Chain Management

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- MGMT 6103 Organizational Management and Leadership can replace MGMT 4213 Strategy and Leadership
- MKT 6113 Strategic Social Media Marketing can replace MKT 4103 Special Topics in Marketing