

DIGITAL MARKETING, BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

Dr. Matt Brown, Interim Associate Dean
 Rothwell Hall, Room 448
 (479) 968-0233
 hbrown11@atu.edu

Curriculum

Course	Title	Hours	Completed
Freshman			
Fall			
ENGL 1013	Composition I ¹	3	_____
FAH 1XXX	Fine Arts and Humanities Courses ¹	3	_____
COMS 1333 or ART 2213	Web and Mobile Technologies or Digital Skills	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	_____
Elective		3	_____
Hours		15	
Senior			
Fall			
MGMT 4013	Management Information Systems ⁴	3	_____
MKT 4013	Digital Metrics	3	_____
MKT 4063	Integrated Marketing Communication in a Digital Age	3	_____
Approved Elective ^{3,4}		3	_____
Elective		2	_____
Hours		14	
Spring			
MGMT 4083	Business Policy	3	_____
MKT 4143	Marketing Strategy	3	_____
General Elective ⁴		3	_____
Marketing Elective (3000-4000) ⁴		3	_____
Hours		12	
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

⁴ 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 any general elective.
- MGMT 6203 Decision Modeling in Supply Chain Management can replace any approved elective.
- MGMT 6103 Organizational Management and Leadership can replace MKT 4013 Digital Metrics
- MKT 6113 Strategic Social Media Marketing can replace any marketing elective.