

Marketing: Advertising and Digital Media, B.A.

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This is a sample plan of study with a suggested sequencing of classes for the major. University electives may be applied to earn additional academic majors, minors, or certificates. Students should regularly meet with their academic advisor to plan their specific semester schedule to include UNIFI/General Education program and/or university elective hours required.

Course	Title	Hour
Freshman		
Fall		
BUSINESS 1000	Introductory Seminar for Business Professionals	0
ECON 1041	Principles of Macroeconomics	3
STAT 1772	Introduction to Statistical Methods (also satisfies UNIFI Quantitative Reasoning)	3
UNIFI/General Education or University Electives		9
Hours		15
Spring		
ENGLISH 1005	College Writing and Research (also satisfies UNIFI Written Communication)	3
ECON 1011	Statistics for Business Analytics	3
ECON 1051	Principles of Microeconomics	3
UNIFI/General Education or University Electives		6
Hours		15
Sophomore		
Fall		
BUSINESS 2000	Business Professionals in Training	0
ACCT 2120	Principles of Financial Accounting	3
MGMT 2080	Introduction to Information Systems	3
UNIFI/General Education or University Electives		9
Hours		15
Spring		
ACCT 2130	Principles of Managerial Accounting	3
MKTG 2110	Principles of Marketing	3
ECON 2090	Decision Analytics	3
UNIFI/General Education or University Electives		7
Hours		16
Junior		
Fall		
MGMT 3100	Legal and Social Environment of Business	3
MGMT 3965/5965	Organizational Behavior	3
MKTG 3113/5113	Consumer Behavior	3
UNIFI/General Education or University Electives		6
Hours		15

Spring

MGMT 3154	Operations Management	3
MKTG 3116/5116	Marketing Analytics	3
MKTG 3143	Advertising and Promotion (or MKTG 3146 Digital Advertising)	3
UNIFI/General Education or University Electives		6
Hours		15

Senior

Fall

MKTG 3xxx Marketing Elective		3
FIN 3130/5130	Corporate Finance	3
UNIFI/General Education or University Electives		8
Hours		14

Spring

MKTG 3146/5146	Digital Advertising (or MKTG 3143 Advertising and Promotion)	3
MGMT 4175	Strategic Management	3
MKTG 4170/5170	Marketing Strategy	3
UNIFI/General Education or University Electives		6
Hours		15
Total Hours		120