

Marketing: Advertising and Digital Media, B.A.

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Course	Title	Hour
Freshman		
Fall		
BUSINESS 1000 (100:010)	Introductory Seminar for Business Professionals	0
ECON 1041 (920:053)	Principles of Macroeconomics	3
STAT 1772 (800:072)	Introduction to Statistical Methods (also satisfies LAC 1C)	3
Liberal Arts Core/Electives		9
Hours		15
Spring		
ENGLISH 1005 (620:005)	College Writing and Research	3
ECON 1011 (920:070)	Statistics for Business Analytics	3
ECON 1051 (920:054)	Principles of Microeconomics	3
Liberal Arts Core/Electives		6
Hours		15
Sophomore		
Fall		
BUSINESS 2000 (100:020)	Business Professionals in Training	0
ACCT 2120 (120:030)	Principles of Financial Accounting	3
ECON 1021 (920:020)	Decision Analytics	3
Liberal Arts Core/Electives		9
Hours		15
Spring		
ACCT 2130 (120:031)	Principles of Managerial Accounting	3
MGMT 2080 (150:080)	Introduction to Information Systems	3
MKTG 2110 (130:101)	Principles of Marketing	3
Liberal Arts Core/Electives		7
Hours		16
Junior		
Fall		
MGMT 3100 (150:100)	Legal and Social Environment of Business	3
MGMT 3153 (150:153)	Organizational Management	3
MKTG 3113/5113 (130:106g)	Consumer Behavior	3
Liberal Arts Core/Electives		6
Hours		15
Spring		
MGMT 3154 (150:154)	Operations Management	3
MKTG 3116/5116 (130:108g)	Marketing Research	3
MKTG 3143 (130:150)	Advertising and Promotion (or MKTG 3146 Digital Advertising)	3
Liberal Arts Core/Electives		6
Hours		15

Senior

Fall

MKTG 3xxx Marketing Elective		3
FIN 3130/5130 (160:151g)	Corporate Finance	3
Liberal Arts Core/Electives		8

Hours **14**

Spring

MKTG 3146 (130:160)	Digital Advertising (or MKTG 3143 Advertising and Promotion)	3
MGMT 4175 (150:175)	Business Policy and Strategy	3
MKTG 4170/5170 (130:191g)	Marketing Strategy	3
Liberal Arts Core/Electives		6

Hours **15**

Total Hours **120**