

PROGRAM BREAKDOWN

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

CONCENTRATION IN DIGITAL MARKETING / GENERAL EDUCATION REQUIREMENTS FOR BACHELOR OF SCIENCE DEGREE PROGRAMS

LOWER DIVISION GENERAL EDUCATION COURSES

LOWER DIVISION GENERAL EDUCATION COURSES (15.0 CREDITS REQUIRED)

COURSE NUMBER	COURSE NAME	CREDIT HOURS
ORAL COMMUNICATIONS		
ENGL 100	Language and Speech Communications	3.0 credit hours
ENGL 115	Fundamentals of Public Speaking	3.0 credit hours
SPC 200	Speech and Public Speaking	3.0 credit hours
HUMANITIES		
PHIL 102	Legal and Ethical Issues	3.0 credit hours
PHIL 200	Introduction to Philosophy	3.0 credit hours
MATHEMATICS		
MATH 102	College Algebra	3.0 credit hours
ENGLISH		
ENGL 200	English Composition I	3.0 credit hours
BEHAVIORAL SCIENCE / SOCIAL ENVIRONMENT		
PSY 201	Psychology	3.0 credit hours
SOC 210	Sociology	3.0 credit hours

UPPER DIVISION GENERAL EDUCATION COURSES

UPPER DIVISION GENERAL EDUCATION COURSES (15.0 CREDITS REQUIRED)

ENGLISH		
ENGL 302	English Composition II	3.0 credit hours
FOREIGN LANGUAGE		
SPN 310	Conversational Spanish	3.0 credit hours
NATURAL SCIENCE		
BSC 310	General Biology	3.0 credit hours
ECONOMICS		
ECON 302	Principles of Economics (Microeconomics)	3.0 credit hours
ECON 303	Macroeconomics	3.0 credit hours

PROGRAM BREAKDOWN

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

BUSINESS ADMINISTRATION CORE COURSES (93.0 CREDITS REQUIRED)

LOWER DIVISION MAJOR COURSES (45 CREDITS REQUIRED)

LOWER DIVISION GENERAL EDUCATION COURSES (15.0 CREDITS REQUIRED)

COURSE NUMBER	COURSE NAME	CREDIT HOURS
ACCTG 101	Accounting I	3.0 credit hours
ACCTG 220	Accounting Information Systems	3.0 credit hours
BUS 101	Introduction to Business	3.0 credit hours
BUS 102	Business Administration and Management	3.0 credit hours
BUS 200	Business Law	3.0 credit hours
BUS 201	Strategy Management and Decision Making	3.0 credit hours
BUS 203	Operations Management	3.0 credit hours
BUS 204	Introduction to Project Management	3.0 credit hours
CIT 121	Technology Applications for Business	3.0 credit hours
IB 100	Introduction to International Business	3.0 credit hours
IB 102	International Management	3.0 credit hours
MRKT 101	Principles of Marketing	3.0 credit hours
MRKT 202	Marketing Strategies	3.0 credit hours
SCM 204	Supply Chain Fundamentals	3.0 credit hours
STAT 200	Statistics	3.0 credit hours

UPPER DIVISION MAJOR COURSES (30 CREDITS REQUIRED)

UPPER DIVISION GENERAL EDUCATION COURSES (15.0 CREDITS REQUIRED)

BUS 223	Leadership and Human Resources	3.0 credit hours
BUS 224	Organizational Behavior	3.0 credit hours
BUS 227	Management and Budget	3.0 credit hours
BUS 228	Project Management	3.0 credit hours
FIN 300	Financial Management Negotiations	3.0 credit hours
IB 203	Fundamentals of Foreign Trade	3.0 credit hours
IB 205	International Trade Export/Import	3.0 credit hours
IB 207	International Banking and Finance	3.0 credit hours
MRKT 205	Consumer Behavior	3.0 credit hours
MRKT 210	Principles of Advertising and Public Relations	3.0 credit hours



PROGRAM BREAKDOWN

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

MAJOR CONCENTRATION: DIGITAL MARKETING
MAJOR CONCENTRATION: DIGITAL MARKETING (18 CREDITS REQUIRED)

COURSE NUMBER	COURSE NAME	CREDIT HOURS	UPPER DIV.
MRKT 310	Data Analytics for Digital Marketing	3.0 credit hours	Business Upper Div.
MRKT 320	(SEO) and Web Design	3.0 credit hours	Business Upper Div.
MRKT 330	Marketing and the Virtual Marketplace	3.0 credit hours	Business Upper Div.
MRKT 340	Digital Advertising	3.0 credit hours	Business Upper Div.
MRKT 350	Social Media and marketing Communications	3.0 credit hours	Business Upper Div.
MRKT 360	Strategic Marketing Planning Projects	3.0 credit hours	Business Upper Div.