

Possible Four-Year Plan for Marketing – Digital Marketing Concentration 2023-24 Catalog

*Students must complete REAL Studies minors in **Expression (E)** or complete a minor designated as **E**.*

*Sample schedule includes REAL Studies minor in **Expression**.*

Students should consult with their academic advisor to develop a schedule reflective of their unique goals.

Freshman Year			
Fall Semester	Credits	Spring Semester	Credits
ENGL 111: Principles of College Composition	3	Writing Intensive Course	3
MATH 100: Quantitative Reasoning	3	STAT 200: Introduction to Statistics	3
ECON 105 or 106: Macroeconomics or Microeconomics	3	ECON 105 or 106: Macroeconomics or Microeconomics	3
MKTG 101: Creativity & Innovation	3	ITEC 281: Data Mgmt & Analysis with Spreadsheets	3
REAL Expression course	3	REAL Expression course	3
UNIV 100: Introduction to Higher Education (<i>Recommended</i>)	1		
Total Semester Credits:	16	Total Semester Credits:	15

Sophomore Year			
Fall Semester	Credits	Spring Semester	Credits
ACTG 211: Fundamentals of Financial Accounting	3	ACTG 212: Fundamentals of Managerial Accounting	3
BLAW 203: Legal Environment of Business	3	MKTG 340: Principles of Marketing	3
MGNT 322: Organizational Behavior	3	Writing Intensive Course: 300/400 Level	3
REAL Expression course	3	REAL Expression course	3
Free Elective	3	Free Elective	3
Total Semester Credits:	15	Total Semester Credits:	15

Junior Year			
Fall Semester	Credits	Spring Semester	Credits
MGNT 333: Business Analytics for Decision Making	3	FINC 331: Introduction to Business Finance	3
MKTG 350: Consumer Behavior	3	MKTG 388: Social Media & Content Marketing	3
MKTG 342: Digital Marketing Strategy	3	MKTG 446: Marketing Research	3
REAL Expression course	3	REAL Expression course or Free Elective	3
Free Elective	3	Free Elective	3
Total Semester Credits:	15	Total Semester Credits:	15

Senior Year			
Fall Semester	Credits	Spring Semester	Credits
MGNT 357: Operations Management	3	MGNT 428: Global Business Strategy	3
MKTG 450: Marketing Analytics	3	MKTG 445: Marketing Strategy	3
ECON 340: Global Economy & Business	3	MKTG major elective	3
Free Elective	3	Free Elective	3
Free Elective	3	Free Elective	3
Total Semester Credits:	15	Total Semester Credits:	15

120 credit hours required for graduation.