

BBA: Marketing — Digital & Interactive Marketing Option (120 S.H. required to complete the degree)



Name: _____ Adviser: _____

General Education Requirements (42 S.H.)

COMMUNICATION SKILLS (3 S.H.) Choose one of the following: COM 160 Public Speaking, COM 161 Decision Making in Groups, or COM 162 Interpersonal Communication		
COM:	3	
WRITING INTENSIVE (W) All students must complete at least one writing intensive course. W courses can be found in several disciplines. The credits will be counted in the discipline associated with the course. NOTE: WRT 101 does not satisfy the writing intensive requirement. WRT 210 will meet this requirement.		
Course:	Y/N	
HUMANITIES (15 S.H.) Including 3 of 7 fields: Communication, Fine and Applied Arts (<i>NOTE: only one studio course accepted toward minimum</i>), Humanistic Studies, Literature, Philosophy, History, and Foreign Language. NOTE: For Foreign Language courses you must complete Elementary II or higher before counting Elementary I as Humanities credit.		
WRT 210W Managerial Writing	3	
Elective:	3	
SOCIAL AND BEHAVIORAL SCIENCES (12 S.H.)		
PSY 100 Introduction to Psychology	3	
ECO 211 Principles of Macroeconomics	3	
ECO 213 Principles of Microeconomics	3	
Social Science Elective	3	
NATURAL SCIENCES, MATHEMATICS AND COMPUTER SCIENCE (10 S.H.) Students must complete one lab science and at least one math or computer science course in this category. NOTE: MAT100 does not satisfy this requirement.		
Select one: MAT 118, MAT 133, MAT 181	3 – 4	
Lab Science:	3 – 4	
Math/CS/Science Elective:	3	
HEALTH PROMOTION AND EXERCISE SCIENCES (2 S.H.)		
HPX 177 Fitness for Life — Lecture	1	
HPX 177 Fitness for Life — Lab	1	

*G.P.A. 2.3 or better is required for all courses meeting the major requirements.

NOTES

Major Requirements (33 S.H. BBA Core + 25 S.H. Marketing)*

Need 2.0 overall G.P.A. in all **major** courses.

BBA CORE REQUIREMENTS (33 S.H.)		
ACC 201 Financial Accounting	3	
ACC 202 Managerial Accounting	3	
ACC 340 Business Law or JLA 240 Commercial Law	3	
FIN 230 Business Statistics	3	
FIN 310 Principles of Finance	3	
MGT 250 Organizational Behavior	3	
MGT 320 Operations Management	3	
MGT 415 Strategic Management	3	
MIS 260 Information Systems Concepts	3	
MKT 200 Principles of Marketing	3	
MKT 201 Global Environment of Business	3	
INTERACTIVE MARKETING OPTION REQUIREMENTS (25 S.H.)*		
MKT 310 Consumer Behavior: Concepts, Research Methods and Applications	4	
MKT 315 Advertising and Integrated Marketing	4	
MKT 327 Direct/Interactive Marketing	3	
MKT 380 Customer Relationship Management and Database Marketing	3	
MKT 411 E-Commerce and Internet Marketing	3	
MKT 415 Marketing Research: Methods and Application	4	
MKT 490 Marketing Management: Analysis, Planning and Implementation	4	
FREE ELECTIVES (20 S.H.)		
MKT 101 Orientation to the Ansell Undergraduate Business Program	1	

Free electives offer an opportunity to complete a minor, study a second language, study abroad, or participate in an internship. Make a plan.

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Four-Year Plan This is a sample sequence of courses. Other combinations are possible.



Pre-requisites are in parentheses; see catalog for details.

Class standing by credit: Freshman: 0-29 credits; Sophomore: 30-59 credits; Junior: 60-89 credits; Senior: 90+ credits

FIRST YEAR (30-31 S.H.)	SEMESTER 1 (13 S.H.)			SEMESTER 2 (15 – 16 S.H.)		
	WRT 101 Composition I or WRT 210W	3		Gen. Ed: COM 160, 161 or 162	3	
	MAT 100 or Gen Ed Math	3		MAT 118, 133 or 181	3 - 4	
	Gen Ed: PS 104 World Gov'ts, Economies & Culture	3		Gen Ed Humanities or WRT 210W	3	
	MIS 260 Information Systems Concepts	3		Gen Ed: PSY 100 Introduction to Psychology	3	
	MKT 101 Orientation to the Ansell Undergraduate Business Program	1		Gen Ed: Humanities	3	

SECOND YEAR (33 S.H.)	SEMESTER 3 (17 S.H.)			SEMESTER 4 (16 S.H.)		
	ACC 201 Financial Accounting	3		ACC 202 Managerial Accounting	3	
	ECO 211 Principles of Macroeconomics	3		Gen Ed: Humanities	3	
	FIN 230 Business Statistics	3		ECO 213 Principles of Microeconomics	3	
	MGT 250 Organizational Behavior	3		MKT 201 Global Environment of Business (Sophomore Standing)	3	
	MKT 200 Principles of Marketing	3		Gen Ed: Lab Science	3 - 4	
HPX 177 Fitness for Life Lecture & Lab	2					

THIRD YEAR (32 S.H.)	SEMESTER 5 (16 S.H.)			SEMESTER 6 (16 S.H.)		
	ACC 340 Business Law or JLA 240 Commercial Law	3		MKT 315 Advertising and Integrated Marketing	3	
	FIN 310 Principles of Finance*	3		MGT 320 Operations Management	3	
	Gen Ed: Math/Science/CS	3		MKT 327 Direct/Interactive Marketing	3	
	MKT 310 Consumer Behavior: Concepts, Research Methods and Applications	4		Elective	3	
	Elective	3		Elective	3	
Complete a degree audit and plan for application for graduation						

FOURTH YEAR (29 S.H.)	SEMESTER 7 (15 S.H.)			SEMESTER 8 (14 S.H.)		
	MKT 380 Customer Relationship Mgt. & Database Marketing	3		MKT 415	4	
	MKT 411 E-Commerce and Internet Marketing	3		MKT 490 Marketing Management: Analysis, Planning and Implementation	4	
	Elective	3		Elective	3	
	MGT 415 Strategic Management (Sr. Standing & GPA ≥ 2.3)	3		Elective	3	
Elective	3					

The number of free electives available will vary based on your initial math and writing placement tests. MAT100 and WRT101 if required, count as elective credit.