

BBA Marketing - Digital Marketing Track

Code	Title	Semester Hours
BBA Marketing Degree Plan - Digital Marketing Track (120 hours)		
Core Requirements (42 hours)		
First Year Seminar		3
FYE 1301	First Year Seminar	
Freshmen Composition I		3
EN 1311	Rhetoric and Composition	
or EN 1313	Rhetoric and Composition for International Students	
Literature		3
Any EN 23XX literature course		
History		3
Any 1000, 2000, or 3000-level HS course		
Social Science		6
EC 2301	Introductory Macroeconomic Theory	
EC 2303	Introductory Microeconomic Theory	
Mathematics		3
MT 1305	Finite Mathematics	
Natural or Physical Sciences		3
Select one: BL 1301, BL 1302, BL 3311, CH 1303, CH 1304, CH 1401, CH 1402, ES 1300, ES 1301, ES 1302, ES 1303, ES 1304, ES 1305, ES 1373, PY 1300, PY 1310, PY 1401, PY 1402		
Fine Arts		3
AR 1300, AR 1301, AR 1311, AR 1312, AR 2301, AR 2321, AR 2361, AR 2362, AR 3331, AR 3351, AR 3381, AR 3392, any 3 hr. DM course, 3 hrs. of MU		
Foreign Language and International Engagement		3
IB 3321 will meet 3 of the 6 hours required. The remaining 3 hours will be met by a foreign language class or through other options, e.g., completing an internship or practicum in a non-English speaking country.		
Philosophy - Self		3
PL 1301	Intro to Philosophy	
Philosophy - Ethics		3
PL 2301	Foundations of Ethics	
Theology - God		3
TH 1301	Introduction to Theology	
Intermediate Theology		3
Any TH 33xx course		
Greehey School of Business Common Body of Knowledge (45 hours)		
BA 1301	Principles of Business I	3
BA 1302	Principles of Business II	3
MT 2306	Business Statistics	3
AC 2301	Financial Accounting	3
AC 2302	Managerial Accounting	3
BA 3351	The Legal Environment of Business	3
MN 3330	Organizational Behavior	3
QM 3321	Business Analytics	3
IB 3321	US Business in an Interdependent World	3
MK 3310	Principles of Marketing	3
QM 3330	Management Information Systems	3
FN 3310	Principles of Finance	3
QM 4330	Operations Management	3
BA 4334	Business Ethics & Corporate Social Responsibility	3

BA 4380	Strategic Management	3
Marketing Major Required Courses (15 hours)		
MK 3330	Consumer Behavior	3
MK 3340	Integrated Marketing Communications	3
MK 3380	Interactive Services Marketing	3
MK 4370	Marketing Research	3
MK 4390	Marketing Strategy	3
Digital Marketing Track Required Courses (12 hours)		
MK 3360	Social Media Marketing/ Content Marketing	3
Any Marketing Elective		3
Select two (2) courses from the following:		6
MK 3375	Search Engine Marketing/Digital Marketing	
MK 4340	Business Intelligence	
or QM 4340	Business Intelligence	
MK 4350	Data Driven Marketing	
MK 4371	E-Business	
or QM 4370	E-Business	
MK 4375	Internship in Marketing	
QM 3342	Database Management	
or QM 4340	Business Intelligence	
or QM 4370	E-Business	
Electives (6)		
An elective can be any course taken from any discipline.		6
Total Semester Hours		120

All prerequisites (MT 1305, MT 2306, EC 2301, EC 2303, AC 2301 (or AC 2310), AC 2302 (or AC 2320)), and business courses must be completed with a "C" grade or higher.

This is a recommended degree plan subject to changes. Please meet with your adviser on a regular basis.

First Year

Fall	Semester Hours	Spring	Semester Hours
FYE 1301		3 BA 1302	3
BA 1301		3 MT 2306	3
EN 1311		3 PL 1301	3
MT 1305		3 EC 2301	3
Fine Arts		3 Literature	3
		15	15

Second Year

Fall	Semester Hours	Spring	Semester Hours
Natural or Physical Science		3 MN 3330	3
History		3 MK 3310	3
EC 2303		3 AC 2302	3
AC 2301		3 IB 3321	3
Foreign Language		3 Elective	3
		15	15

Third Year

Fall	Semester Hours	Spring	Semester Hours
QM 3330		3 FN 3310	3
BA 3351		3 TH 1301	3
QM 3321		3 MK 3380	3

MK 3330	3 Marketing Elective	3
Elective	3 Digital Mktg Elective (Suggested 3375 Search Engine Mktg)	3
		15

Fourth Year

Fall	Semester Hours	Spring	Semester Hours
QM 4330		3 Theology	3
PL 2301		3 BA 4334	3
MK 3340		3 BA 4380	3
MK 4370		3 MK 4390	3
MK 3360		3 Digital Mktg Elective (Suggested MK 4350 Data-Driven Mktg)	3
		15	15

Total Semester Hours 120

All prerequisites (MT 1305, MT 2306, EC 2301, EC 2303, AC 2301 (or AC 2310), AC 2302 (or AC 2320)), and business courses must be completed with a "C" grade or higher.