ACCOUNTING, FINANCE & ECONOMICS

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION IN DIGITAL MARKETING

Digital Marketing prepares students to work in the most dynamic and rapidly changing area of business. With courses in Marketing Research and Analytics, Integrated Marketing Communication, Social Media Marketing, Digital Metrics, and Retailing and the Virtual Market Place, students graduate with an understanding of how customers' preferences and opinions are measured, how data is collected and analyzed, and how marketing strategy is crafted to offer the right product for the right price in the right place to the most profitable customer. Digital Marketing students have opportunities to participate in applied learning experiences such as consulting with small businesses through ATU's Small Business Technology and Development Center to create social media marketing plans, to conduct actual marketing research for local organizations, and to work with other students to promote on campus activities.

Curriculum

The matrix below is a sample plan for all coursework required for this program.

Freshman

Fall	Credits
ENGL 1013 Composition I [1]	3
FAH 1XXX Fine Arts and Humanities Courses [1]	3
COMS 1333 Web and Mobile Technologies	3
MATH 1113 College Algebra [2]	3
BUAD 1111 Introduction to Business	1
BUAD 2003 Business Information Systems	3
Total Hours	**16**

Spring	Credits
ENGL 1023 Composition II [1]	3
SCIL 1XXX Science with Laboratory [1]	4
USHG 1XXX U.S. History and Government [1]	3
MATH 2223 Quantitative Business Analysis [2]	3
COMM 2173 Business and Professional Speaking or COMM 2003 Public Speaking	3
Total Hours	**16**

Sophomore

Fall	Credits
ACCT 2004 Accounting Principles I and ACCT 2000 Accounting Principles I Lab	4
ECON 2003 Principles of Macroeconomics	3
FAH 1XXX Fine Arts and Humanities Courses [1]	3
BDA 2003 Business Problem Solving	3
BLAW 2033 Legal Environment of Business	3

Fall	Credits
Total Hours	**16**

Spring	Credits
ACCT 2013 Accounting Principles II	3
ECON 2013 Principles of Microeconomics	3
SCIL 1XXX Science with Laboratory [1]	4
STAT 2163 Introduction to Statistical Methods or PSY 2053 Statistics for the Behavioral Sciences/SOC 2053 Statistics for the Behavioral Sciences	3
MKT 3043 Principles of Marketing	3
Total Hours	**16**

Junior

Fall	Credits
ENGL 2053 Technical Writing	3
MGMT 3003 Principles of Management	3
MKT 3063 Social Media Marketing	3
MKT 3083 Retailing and the Virtual Marketplace	3
BDA 3013 Business Spreadsheet Modeling	3
Total Hours	**15**

Spring	Credits
FIN 3063 Business Finance	3
MGMT 3103 Operations Management	3
MKT 3153 Marketing Research and Analysis	3
MKT 3163 Consumer Behavior	3
Marketing Elective (3000-4000)	3
Total Hours	**15**

Senior

Fall	Credits
MGMT 4013 Management Information Systems	3
MKT 4013 Digital Metrics	3
MKT 4063 Integrated Marketing Communication in a Digital Age	3
Approved Elective [3]	3
General Elective	3
Total Hours	**15**

Spring	Credits
MGMT 4083 Business Policy	3
MKT 4143 Marketing Strategy	3
General Elective	5
Total Hours	**11**

[1]See appropriate alternatives or substitutions in "General Education Requirements".

[2]Students who have two years of high school algebra with a grade of "C" or better and a math ACT score of 22 or above may omit College Algebra and enroll directly in MATH 2223 Quantitative Business Analysis. If omitted, an additional 3 hours of electives will be required. Students considering graduate school are advised to use free elective hours to take MATH 2914 Calculus I.

[3]Approved electives include:
  COMS 2333 Web Publishing II,
  JOUR 3173 Public Relations Principles,
  MKT 3103 Selling and Sales Management,
  MKT 4033 Internship in Marketing I,
  MKT 4053 Sport and Event Marketing,
  MKT 4093 International Marketing,
  MGMT 4103 Supply Chain Management and
  MGMT 4113 Managerial Issues in Electronic Commerce

[4] This program partners the BSBA Digital Marketing undergraduate degree with the MBA degree. A maximum of 12 graduate level credit hours can be counted towards both the BSBA Digital Marketing degree and the MBA degree. Four graduate level courses can be used to replace four upper-division undergraduate courses as follows:
• BDA 6203 can replace MGMT 4073 Special Topics in Management
• MGMT 6203 can replace MGMT 4103 Supply Chain Management
• MGMT 6103 can replace MGMT 4213 Strategy and Leadership
• MKT 6113 can replace MKT 4103 Special Topics in Marketing