

## Marketing Pathway\* Digital Marketing Concentration

Catalog Term: 2022-2023

\*Subject to Change

Year 1, Fall Semester				Year 1, Spring Semester			
Course	Title	Credit Hours	Prerequisite(s)	Course	Title	Credit Hours	Prerequisite(s)
EH 101	College Writing I	3		ECN 142	Principles of Macroeconomics	3	MA 107 or MA 112
Fine Arts	Elective	3		EH 102	College Writing II	3	EH 101 or EH 101S (C- or better)
FYE 101	Charger Success	1		MA 120	Math Professional Application	3	MA 107 or MA 112
History*	Elective	3		Science w/ Lab	Elective	4	
IS 146	Computer Applications in Business	3		Social/Behavioral Science	Elective	3	
MA 107 or MA 112	Algebra w/ Applications or Precalculus Algebra	3					
<b>Total</b>		<b>16</b>		<b>Total</b>		<b>16</b>	

Year 2, Fall Semester				Year 2, Spring Semester			
Course	Title	Credit Hours	Prerequisite(s)	Course	Title	Credit Hours	Prerequisite(s)
ACC 211	Financial Accounting	3		ACC 212	Managerial Accounting	3	ACC 211
BLS 211	Legal Environment in Business	3		Literature*	Elective	3	EH 102 or EH 103 or EH 105 (C- or better)
ECN 143	Principles of Microeconomics	3	MA 107 or MA 112	MGT 301	Managing Organizations	3	
MSC 287	Business Statistics I	3	MA 107 or MA 112	MKT 301	Principles of Marketing	3	
Science w/ Lab	Elective	4		MSC 288	Business Statistics II	3	MSC 287
<b>Total</b>		<b>16</b>		<b>Total</b>		<b>15</b>	

Year 3, Fall Semester				Year 3, Spring Semester			
Course	Title	Credit Hours	Prerequisite(s)	Course	Title	Credit Hours	Prerequisite(s)
CM 313	Business & Professional Communications	3		Humanities/Fine Arts	Elective	3	
EH 300 or EH 301	Business Writing or Technical Writing	3	EH 102 (C- or better), Junior Class Standing	IS 301	Information Systems in Organizations	3	IS 146
FIN 301	Principles of Finance	3	ECN 143, ACC 210 or ACC 212, either MSC 287, SOC 303, PY 300, MA 385, ISE 390	MKT 470	Social Media Marketing	3	MKT 301
MKT 332	Buyer Behavior	3	MKT 301	MKT Elective	300-400 level	3	
MKT 343	Market Research Design	3	MKT 301 and ((MSC 287 and MSC 288) or CM 370 or PY 300 or SOC 303)	MSC 385	Operations Analysis	3	MSC 288
<b>Total</b>		<b>15</b>		<b>Total</b>		<b>15</b>	

Year 4, Fall Semester				Year 4, Spring Semester			
Course	Title	Credit Hours	Prerequisite(s)	Course	Title	Credit Hours	Prerequisite(s)
Business Elective	300-400 level	3		ECN Elective	300-400 level	3	
Humanities (Non-Literature)	Elective	3		Free Elective	100-400 level	3	
MGT 450	International Business	3	MGT 301, MKT 301, FIN 301	MGT 499	Competitive Strategy	3	MGT 301, MKT 301, FIN 301, EH 300 or 301, IS 301, MSC 385
MKT 350	Marketing Emerging Technology	3	MKT 301	MKT 480	Marketing Management	3	MKT 301, MKT 332
MKT Elective	Experiential Elective	3					
<b>Total</b>		<b>15</b>		<b>Total</b>		<b>12</b>	

\* Students must complete a two-course sequence in Literature or History.  
Approved sequences are EH (207 or 242) and 208, EH (209 or 242) and 210, HY 103 and 104, or HY 221 and 222.