Marketing Pathway* Digital Marketing Concentration

Catalog Term: 2022- Year 1, Fall Semeste				Year 1, Spring Semester			*Subject to Chang
rear 1, Fall Semeste	r	0 - 111		rear 1, Spring Semester		0 10	
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	
S 146	Computer Applications in Business	3		Social/Behavioral Science	Elective	3	
MA 107 or MA 112	Algebra w/ Applications or Precalculus Algebra	3					
Total		16		Total		16	
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 108 (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
Total		16		Total		15	
rear 3, Fall Semeste	r			Year 3, Spring Semester			
	Title	Credit Hours	Prerequisite(s)	Year 3, Spring Semester Course	Title	Credit Hours	Prerequisite(s)
Course			Prerequisite(s)		Title Elective		Prerequisite(s)
Course	Title Business & Professional	Hours	Prerequisite(s) EH 102 (C- or better), Junior Class Standing	Course		Hours	Prerequisite(s) IS 146
Year 3, Fall Semeste Course CM 313 EH 300 or EH 301 FIN 301	Title Business & Professional Communications Business Writing or	Hours 3	EH 102 (C- or better), Junior	Course Humanities/Fine Arts	Elective Information Systems	Hours 3	
Course CM 313 EH 300 or EH 301 FIN 301	Title Business & Professional Communications Business Writing or Technical Writing	3 3	EH 102 (C- or better), Junior Class Standing ECN 143, ACC 210 or ACC 212, either MSC 287, SOC	Course Humanities/Fine Arts IS 301	Elective Information Systems in Organizations Social Media	3 3	IS 146
Course CM 313 EH 300 or EH 301 FIN 301 MKT 332	Title Business & Professional Communications Business Writing or Technical Writing Principles of Finance	3 3 3 3	EH 102 (C- or better), Junior Class Standing ECN 143, ACC 210 or ACC 212, either MSC 287, SOC 303, PY 300, MA 385, ISE 390	Course Humanities/Fine Arts IS 301 MKT 470	Elective Information Systems in Organizations Social Media Marketing	3 3 3 3	IS 146
Course CM 313 EH 300 or EH 301 FIN 301 MKT 332 MKT 343	Title Business & Professional Communications Business Writing or Technical Writing Principles of Finance Buyer Behavior Market Research	3 3 3 3	EH 102 (C- or better), Junior Class Standing ECN 143, ACC 210 or ACC 212, either MSC 287, SOC 303, PY 300, MA 385, ISE 390 MKT 301 MKT 301 and ((MSC 287 and MSC 288) or CM 370 or PY	Course Humanities/Fine Arts IS 301 MKT 470 MKT Elective	Elective Information Systems in Organizations Social Media Marketing 300-400 level	3 3 3 3	IS 146 MKT 301
Course CM 313 EH 300 or EH 301 FIN 301 MKT 332 MKT 343	Title Business & Professional Communications Business Writing or Technical Writing Principles of Finance Buyer Behavior Market Research Design	3 3 3 3 3	EH 102 (C- or better), Junior Class Standing ECN 143, ACC 210 or ACC 212, either MSC 287, SOC 303, PY 300, MA 385, ISE 390 MKT 301 MKT 301 and ((MSC 287 and MSC 288) or CM 370 or PY	Course Humanities/Fine Arts IS 301 MKT 470 MKT Elective MSC 385 Total	Elective Information Systems in Organizations Social Media Marketing 300-400 level	3 3 3 3 3	IS 146 MKT 301
Course CM 313 EH 300 or EH 301 FIN 301 MKT 332 MKT 343	Title Business & Professional Communications Business Writing or Technical Writing Principles of Finance Buyer Behavior Market Research Design	3 3 3 3 15	EH 102 (C- or better), Junior Class Standing ECN 143, ACC 210 or ACC 212, either MSC 287, SOC 303, PY 300, MA 385, ISE 390 MKT 301 MKT 301 and ((MSC 287 and MSC 288) or CM 370 or PY	Course Humanities/Fine Arts IS 301 MKT 470 MKT Elective MSC 385	Elective Information Systems in Organizations Social Media Marketing 300-400 level	3 3 3 3 15	IS 146 MKT 301
Course CM 313 EH 300 or EH 301 FIN 301 MKT 332 MKT 343 Total Year 4, Fall Semeste Course	Title Business & Professional Communications Business Writing or Technical Writing Principles of Finance Buyer Behavior Market Research Design	Hours 3 3 3 3 15 Credit Hours	EH 102 (C- or better), Junior Class Standing ECN 143, ACC 210 or ACC 212, either MSC 287, SOC 303, PY 300, MA 385, ISE 390 MKT 301 MKT 301 and ((MSC 287 and MSC 288) or CM 370 or PY	Humanities/Fine Arts IS 301 MKT 470 MKT Elective MSC 385 Total Year 4, Spring Semester Course	Elective Information Systems in Organizations Social Media Marketing 300-400 level Operations Analysis	3 3 3 3 Credit Hours	IS 146 MKT 301
Course CM 313 EH 300 or EH 301 FIN 301 MKT 332 MKT 343 Total Tear 4, Fall Semeste Course Business Elective	Title Business & Professional Communications Business Writing or Technical Writing Principles of Finance Buyer Behavior Market Research Design	3 3 3 3 15 Credit	EH 102 (C- or better), Junior Class Standing ECN 143, ACC 210 or ACC 212, either MSC 287, SOC 303, PY 300, MA 385, ISE 390 MKT 301 MKT 301 and ((MSC 287 and MSC 288) or CM 370 or PY 300 or SOC 303)	Course Humanities/Fine Arts IS 301 MKT 470 MKT Elective MSC 385 Total Year 4, Spring Semester	Elective Information Systems in Organizations Social Media Marketing 300-400 level Operations Analysis	3 3 3 3 15 Credit	IS 146 MKT 301 MSC 288
Course CM 313 EH 300 or EH 301 FIN 301 MKT 332 MKT 343 Total Year 4, Fall Semeste Course Business Elective Humanities (Non-	Title Business & Professional Communications Business Writing or Technical Writing Principles of Finance Buyer Behavior Market Research Design	Hours 3 3 3 3 15 Credit Hours	EH 102 (C- or better), Junior Class Standing ECN 143, ACC 210 or ACC 212, either MSC 287, SOC 303, PY 300, MA 385, ISE 390 MKT 301 MKT 301 and ((MSC 287 and MSC 288) or CM 370 or PY 300 or SOC 303)	Humanities/Fine Arts IS 301 MKT 470 MKT Elective MSC 385 Total Year 4, Spring Semester Course	Elective Information Systems in Organizations Social Media Marketing 300-400 level Operations Analysis	3 3 3 3 Credit Hours	IS 146 MKT 301 MSC 288 Prerequisite(s)
Course CM 313 EH 300 or EH 301 FIN 301 MKT 332 MKT 343 Fotal Cear 4, Fall Semeste Course Business Elective Humanities (Non- Literature)	Title Business & Professional Communications Business Writing or Technical Writing Principles of Finance Buyer Behavior Market Research Design	Hours 3 3 3 3 15 Credit Hours 3 3	EH 102 (C- or better), Junior Class Standing ECN 143, ACC 210 or ACC 212, either MSC 287, SOC 303, PY 300, MA 385, ISE 390 MKT 301 MKT 301 and ((MSC 287 and MSC 288) or CM 370 or PY 300 or SOC 303)	Course Humanities/Fine Arts IS 301 MKT 470 MKT Elective MSC 385 Total Year 4, Spring Semester Course ECN Elective	Elective Information Systems in Organizations Social Media Marketing 300-400 level Operations Analysis Title 300-400 level	3 3 3 3 15 Credit Hours 3 3	IS 146 MKT 301 MSC 288 Prerequisite(s) MGT 301, MKT 301, FIN 30
Course CM 313 EH 300 or EH 301 FIN 301 MKT 332 MKT 343 Total	Title Business & Professional Communications Business Writing or Technical Writing Principles of Finance Buyer Behavior Market Research Design Title 300-400 level Elective	3 3 3 3 3 15 Credit Hours 3 3 3	EH 102 (C- or better), Junior Class Standing ECN 143, ACC 210 or ACC 212, either MSC 287, SOC 303, PY 300, MA 385, ISE 390 MKT 301 MKT 301 and ((MSC 287 and MSC 288) or CM 370 or PY 300 or SOC 303)	Course Humanities/Fine Arts IS 301 MKT 470 MKT Elective MSC 385 Total Year 4, Spring Semester Course ECN Elective Free Elective	Elective Information Systems in Organizations Social Media Marketing 300-400 level Operations Analysis Title 300-400 level 100-400 level	3 3 3 3 15 Credit Hours 3 3	IS 146 MKT 301 MSC 288 Prerequisite(s) MGT 301, MKT 301, FIN 30 EH 300 or 301, IS 301, MSC
Course CM 313 EH 300 or EH 301 EIN 301 MKT 332 MKT 343 Total Year 4, Fall Semester Course Business Elective Humanities (Non- Literature) MGT 450	Title Business & Professional Communications Business Writing or Technical Writing Principles of Finance Buyer Behavior Market Research Design Title 300-400 level Elective International Business Marketing Emerging	3 3 3 3 3 15 Credit Hours 3 3 3	EH 102 (C- or better), Junior Class Standing ECN 143, ACC 210 or ACC 212, either MSC 287, SOC 303, PY 300, MA 385, ISE 390 MKT 301 MKT 301 and ((MSC 287 and MSC 288) or CM 370 or PY 300 or SOC 303) Prerequisite(s) MGT 301, MKT 301, FIN 301	Course Humanities/Fine Arts IS 301 MKT 470 MKT Elective MSC 385 Total Year 4, Spring Semester Course ECN Elective Free Elective MGT 499	Elective Information Systems in Organizations Social Media Marketing 300-400 level Operations Analysis Title 300-400 level 100-400 level Competitive Strategy Marketing	3 3 3 3 15 Credit Hours 3 3 3	IS 146 MKT 301 MSC 288 Prerequisite(s) MGT 301, MKT 301, FIN 30 EH 300 or 301, IS 301, MSC 385