

## Marketing Pathway\* Digital Marketing Concentration

Catalog Term: 2025-2026

\*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 101B (Fall Only)	Charger Success	1	Transfer students can take BUS 300 (1 hr) instead of FYE 101	MA 120	Math Professional Applications	3	MA 107 or MA 112 (C- or better)
History*	Elective	3		Science w/ Lab	Elective	4	
IS 146	Computer Applications in Business	3		Social/Behavioral Science or 2nd History	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	Management 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)
Humanities (Non-Literature)	Elective	3		EH 300 or EH 301	Business Writing or Technical Writing	3	EH 102 (C- or better), Junior Class Standing
Humanities/Fine Arts or 2nd Literature	Elective	3		IS 301	Information Systems in Organizations	3	IS 146
FIN 301	Principles of Finance	3	ECN 143, ACC 211, 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	3	MKT 301 and ((MSC 287 and MSC 288) or CM 370 or PY 300 or PSC 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)
ECN Elective	300-400 level	3	ECN 142 & ECN 143	Business Elective	300-400 level	3	
CM 313	Business & Professional Communications	3		Free Elective	100-400 level	3	
MGT 450	International Business	3	MGT 301, MKT 301, FIN 301	MGT 499	Competitive Strategy (C- or better)	3	MGT 301, MKT 301, FIN 301, IS 301, MSC 385, EH 300 or 301
MKT 344 (Fall Only)	Marketing Analytics	3	MKT 301	MKT 480	Marketing Management	3	MKT 301, (MKT 332 can be concurrent)
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 Literature sequence is any two Literature courses from EH 207, 208, 209, 210, 242, 241, 243, 244, 245, and 246  
Approved History sequences are HY 103 and 104, or HY 221 and 222.