

## B.B.A. Digital Marketing

2020-21

### WEBSITE

<http://https://www.swau.edu/business>

### DEPARTMENT PERSONNEL

AdventHealth Endowed Chair of  
Business Administration  
Aaron Moses, Ph.D.

### Faculty

Satyanarayana Ramella, Ph.D.  
Chanda Santo, M.B.A., M.S.  
Jon Turk, M.B.A.

### LOCATION

Pechero Hall

### CONTACT

mosesa@swau.edu  
(817) 202-6771

The Bachelor of Business Administrations degree (BBA) with a concentration in Digital Marketing is one of many BBA's offered by the Southwestern Adventist University's Department of Business. The goal of the Business Department is to prepare the student for a career in business, guiding them in obtaining the abilities needed to succeed in their chosen area. The student will develop competencies in integrity, research, and critical thinking, communications, leadership, & professional skills through classroom instruction and activities, projects, case studies, interaction with professionals from the community, and other methods.

### Job Market

Marketing majors will find jobs such as marketing interns, marketing consultants, marketing managers, planners, marketing specialists, marketing research analysts, sales, and chief marketing officer (CMO). Individuals can work in fields such as advertising, brand management, public relations, digital marketing, and social media marketing to name a few. Some of our graduates choose to continue their education in graduate school resulting in successful careers in many of these fields at an even higher level.

### Job Outlook

The job outlook for individuals with specialty marketing degrees such as Digital Marketing continues to improve. According to the U.S. Bureau of Labor Statistics, between the years 2018 and 2028, the need for marketing specialists will increase greatly; it is expected that an additional 681,900 jobs will be added (20% increase). There is expected to be an increase of 21,800 (8%) jobs for marketing managers.

### Earnings

Earnings potential for graduates with marketing degrees varies widely depending on many factors including the geographic location, the industry you choose, position, skills, and experience. According to the U.S. Bureau of Labor Statistics, the median salary for marketing specialists is \$63,970 annually while marketing managers earn a median salary of \$135,900.



## Business Core Courses

Required of all BBA students.

*\*BUAD 202 is required of all Freshman BBA majors. Junior level transfer students may substitute a business elective for this class with approval from their advisor.*

*Southwestern students who are changing from another major to a BBA are also required to take BUAD 202 unless their advisor recommends an alternative.*

Item #	Title	Credits
ACCT 211	Accounting Principles I	3
ACCT 212	Accounting Principles II	3
BUAD 202	Introduction to Contemporary Business	3
BUAD 211	Profiles of Entrepreneurship	3
BUAD 270	Management Information Systems	3
BUAD 275	Introduction to Data Analytics	3
BUAD 301	Principles of Management	3
BUAD 311	Business Law	3
BUAD 460	Ethics and Business Social Responsibility	3
	BUAD 466 or ECON 401	3
BUAD 472	Business Policies and Strategies	3
ECON 211	Macroeconomics	3
ECON 212	Microeconomics	3
FNCE 321	Business Finance	3
IBUS 319	International Business	3
MKTG 343	Principles of Marketing	3
	Sub-Total Credits	48

## Digital Marketing Concentration

Item #	Title	Credits
MKTG 270	Social Media Strategy	3
MKTG 280	Viral & Organic Growth	3
MKTG 350	Consumer Behavior	3
MKTG 362	Email Marketing	3
MKTG 430	Search Engine Optimization (SEO) & Search Engine Marketing (SEM)	3
MKTG 440	Digital Marketing Analytics	3
	Sub-Total Credits	18

## Cognate Requirements

BUAD 317 may be taken as an alternative to COMM 111 and also fulfill the communication competency requirement.

Item #	Title	Credits
COMM 111	Speech	3
CSIS 106	Comprehensive Spreadsheets	3
CSIS 110	Principles of Computer Programming I	3
CSIS 111	Principles of Computer Programming II	3
MATH 141	Introduction to Probability and Statistics	3
	Sub-Total Credits	15

# Sample 4 Year Curriculum

## General Education Requirements

To view general education requirements for this major please visit: <https://catalog.swau.edu/core-curriculum-for-a-bachelors-degree>

### First Year First Semester

Item #	Title	Credits
ENGL 121	Freshman Composition	3
	Religion GE Curriculum Guide	3
UNIV 111	Wellness for Life	2
BUAD 202	Introduction to Contemporary Business	3
	Life and Physical Science GE Curriculum Guide	4
	Sub-Total Credits	15

### First Year Second Semester

Item #	Title	Credits
	History GE Curriculum Guide	3
CSIS 106	Comprehensive Spreadsheets	3
MATH 141	Introduction to Probability and Statistics	3
	Fine Arts GE Curriculum Guide	3
	Life and Physical Science GE Curriculum Guide	4
	Sub-Total Credits	16

### Second Year First Semester

Item #	Title	Credits
ACCT 211	Accounting Principles I	3
BUAD 270	Management Information Systems	3
CSIS 110	Principles of Computer Programming I	3
ECON 211	Macroeconomics	3
ENGL 220	Research Writing	3
	Kinesiology GE Curriculum Guide	1
	Sub-Total Credits	16

### Second Year Second Semester

Item #	Title	Credits
ACCT 212	Accounting Principles II	3
BUAD 211	Profiles of Entrepreneurship	3
CSIS 111	Principles of Computer Programming II	3
ECON 212	Microeconomics	3
	History GE Curriculum Guide	3
	Sub-Total Credits	15

### Third Year First Semester

Item #	Title	Credits
BUAD 301	Principles of Management	3
FNCE 321	Business Finance	3
MKTG 270	Social Media Strategy	3
MKTG 343	Principles of Marketing	3
	Literature GE Curriculum Guide	3
	Kinesiology GE Curriculum Guide	1
	Sub-Total Credits	16

### Third Year Second Semester

Item #	Title	Credits
BUAD 311	Business Law	3
BUAD 317	Business Communication	3
MKTG 441	Viral & Organic Growth	3
MKTG 362	Email Marketing	3
	Religion GE Curriculum Guide	3
	Sub-Total Credits	15

### Fourth Year First Semester

Item #	Title	Credits
MKTG 430	Search Engine Optimization (SEO) & Search Engine Marketing (SEM)	3
IBUS 319	International Business	3
BUAD 460	Ethics and Business Social Responsibility	3
BUAD 466	Production and Operations Management	3
	Religion GE Curriculum Guide	3
	Sub-Total Credits	15

### Fourth Year Second Semester

Item #	Title	Credits
BUAD 472	Business Policies and Strategies	3
MKTG 350	Consumer Behavior	3
MKTG 440	Digital Marketing Analytics	3
	Religion GE Curriculum Guide	3
	Sub-Total Credits	12

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