

B.B.A. Digital Marketing

The Digital Marketing degree integrates digital marketing topics into the existing traditional marketing curricula, providing students with the most vital and in-demand skills in the field as suggested by multiple Fortune 500 companies and successful startups.

General Education Requirements for all Bachelor's degrees

Quality Enhancement Plan (QEP) Requirement

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

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

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
	Total credits:	81

Category Descriptions

BUAD 466 or ECON 401

Credits: 3

Item #	Title	credits
BUAD 466	Production and Operations Management	3
ECON 401	Managerial Economics	3