

# 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