

# Check Sheet: Catalog Year 2023-24

## Bachelor of Business Administration with a concentration in Digital Marketing

NAME: \_\_\_\_\_

ID: \_\_\_\_\_

AREA A	
ENGL 1101*	
ENGL 1102*	
MATH 1111*	

AREA B/C	
COMM 1100	
INQR 1000	
HUMN/FINE ARTS	
HUMN/FINE ARTS	

AREA D	
LAB SCIENCE	
LAB SCIENCE	
MATH 1401	

AREA E	
POLS 1101	
HIST 2111/2112	
SOC SCI	
SOCI SCI ELEC	

AREA F *	
BUSA 1105	
ACCT 2101	
ACCT 2102	
ECON 2106	
ECON 2105	
MINF 2650	

BUSINESS CORE (36 hrs.) *	
MGMT 2106 - Legal and Ethical Environment of Business	
MGMT 3500 - Management Theory and Practice	
MKTG 3700 - Principles of Marketing	
FINC 3400 - Corporate Finance (requires ACCT 2101)	
QUAN 3600 - Intro Management Science (requires MATH 1401, MINF 2650)	
BUSA 4960 - Undergraduate Internship (Permission only)	
MINF 3650 - Information Systems (requires MINF 2650)	
MINF 3625 - Project Management (requires MINF 2650)	
MKTG 3730 - Salesmanship and Sales Marketing (requires MKTG 3700)	
QUAN 4640 - Operations & Supply Chain Mgmt. (requires MATH 1401, MGMT 3500)	
BUSA 4200 - International Business (requires MGMT 3500, MKTG 3700)	
MGMT 4580 - Strategic Management (Permission only final semester)	

CONCENTRATION (18 hrs.)*	
AIST 2220 - Introduction to Web Development	
MKTG 3710 - Buyer Behavior (requires MKTG 3700)	
MKTG 3760 - Social Media Marketing (requires MKTG 3700)	
MKTG 3770 - Introduction to Digital Marketing (requires MKTG 3700)	
MKTG 4740 - Marketing Research (requires MKTG 3700, MATH 1401)	
MKTG 4750 - Marketing Planning and Strategy (requires MKTG 3700)	

\*Students must earn a C or better in all Area F & upper-level courses, including those with "\*".

**COMMENTS:**


GENERAL ELECTIVES (6 hrs.)	

WELLNESS (4 hrs.)	
WELL 1000 (2 hrs.)	
Activity (1 hr.)	
Activity (1 hr.)	

**NOTE:**

- Take Business Core courses with Concentration courses to avoid delays in graduation.
- All courses 3 credit hrs. unless noted otherwise.
- BUSA 4960 may be repeated.

**GRADUATION:**

- Graduation applications are due by mid-term of the semester **PRIOR** to your final semester.
- ETS Major Field Test must be taken your final semester.
- **Minimum hours needed to earn a BBA: 124**

\*Must earn a C or better