



DIGITAL MARKETING AND ANALYTICS, EMPHASIS








 - General Education Course

 - Milestone course: a key success marker for your major. See your advisor to discuss the importance of this course in your plan of study.

The Core Curriculum is designed to foster critical thinking skills and introduce students to basic domains of thinking that transcend disciplines. The Core applies to all majors. Information on specific classes in the Core can be found at <https://www.marshall.edu/gened/>.

Course Requirements


Code	Title	Credit Hours
Core Curriculum		
<i>Core 1: Critical Thinking</i>		
FYS 100	First Yr Sem Critical Thinking	3
PSY 201 	Introductory Psychology (CT)	3
ACC 215 	Intro Financial Accounting(CT)	3
<i>Core 2</i>		
ENG 101  	Beginning Composition	3
ENG 201  	Advanced Composition	3
CMM 207 	Bus & Prof Communication	3
		
STA 150 	Foundations of Statistics	3
STA 150L 	Foundations of Statistics Lab	1
	Core II Natural/Physical Science	4
	Core II Humanities	3
PSY 201 	Introductory Psychology (CT)	3
	Core II Fine Arts	3
<i>Additional University Requirements</i>		
ENG 204	Writing for the Workplace (Writing Intensive)	3
MGT 460 	Strategic Management (Writing Intensive)	3
MKT 371 	International Marketing (MC or I: International Business Elective)	3
MKT 465 	Strategic Marketing (Capstone)	3
College-Specific		
ENG 204	Writing for the Workplace	3
ACC 215 	Intro Financial Accounting(CT)	3
ACC 216	Intro Managerial Accounting	3
ECN 250	Principles Microeconomics	3
ECN 253	Principles Macroeconomics	3
FIN 323	Principles of Finance	3
LE 207	Legal Environ of Business	3
MIS 200 	Bus Computer Applications	3
MIS 290	Prin Management Info Systems	3
MGT 218	Business Quantitative Methods	3
MGT 320	Principles of Management	3

MGT 460 	Strategic Management	3
MKT 340 	MKT Concepts and Applications	3
Communications Studies Elective:		
Select one of the following:		
CMM 302	Professional Presentations	3
CMM 308	Persuasive Communication	
CMM 315	Group Communication	
CMM 319	Superior-Subordinate Comm	
CMM 322 	Intercultural Communication	
Major-Specific and Area of Emphasis		
MKT 231 	Principles of Selling	3
MKT 341 	Integrated MKT Communications	3
MKT 371 	International Marketing	3
MKT 437	Consumer Behavior	3
MKT 442	Market Research	3
MKT 400	Social Media Marketing	3
MKT 435	Internet Marketing	3
MKT 465 	Strategic Marketing	3
MKT 425	Marketing Analytics	3
Digital MKT & Analytics Elective:		
Select one of the following:		
MKT 430	Digital Marketing	
MKT 344	Retail Management	
JMC 241	Media Design	
JMC 383	Content Creation	
MIS 300	Intro to Business Programming	
MIS 340	Intro to Database Mgt Systems	
MIS 360	Intro to Bus Intel & Analytics	
Free Elective		3
Free Elective		3
Free Elective		3
Free Elective		3
Free Elective		3
Free Elective		3

Major Information

- The total number of free electives required depends on the number of hours completed in STA 150 Foundations of Statistics or STA 150B Foundations of Stats-Expanded and ENG 101 Beginning Composition or ENG 101P Beginning Composition Plus and the number of hours that can be double-counted toward multiple degree requirements
- MKT 465 Strategic Marketing is the capstone course for all Marketing majors. It is normally taken in the senior year.
- Multicultural or International additional university requirement met with International Business Elective.
- MKT 371 International Marketing must be taken to meet the International Business requirement.
- Please check with advisor about course offerings. Not all classes will be offered every semester.






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Semester Plan

The Department of Marketing, MIS and Entrepreneurship offers a Bachelor of Business Administration (BBA) degree in Marketing. Professionals who work in marketing aim to get and keep customers by determining and satisfying customer needs and wants in a diverse market. This is done by making sure the company has the right products and/or services and that these are correctly promoted, distributed, and priced. In the marketing program, you will learn how to be effective at personal selling, promotion development and execution, event coordination, customer experience design, supply chain management, analytics, market research, social media, digital marketing, and strategic planning. Marketing majors can choose to have an area of emphasis in Digital Marketing and Analytics or Sales.

First Year



First Semester		Credit Hours
FYS 100	First Yr Sem Critical Thinking	3
ENG 101 	Beginning Composition	3
STA 150 	Foundations of Statistics	3
STA 150L 	Foundations of Statistics Lab	1
PSY 201 	Introductory Psychology (CT)	3
MIS 200 	Bus Computer Applications	3
UNI 100	Freshman First Class	1
Credit Hours		17

Second Semester

Free Elective		3
ECN 250	Principles Microeconomics	3
CMM 207 	Bus & Prof Communication	3
		
Core II Physical or Natural Science		4
Core II Fine Arts		3
Credit Hours		16

Second Year

First Semester


ACC 215 	Intro Financial Accounting(CT)	3
ECN 253	Principles Macroeconomics	3
ENG 201 	Advanced Composition	3
LE 207	Legal Environ of Business	3
CMM Studies Elective		3
Credit Hours		15


Second Semester

ACC 216	Intro Managerial Accounting	3
MGT 218	Business Quantitative Methods	3
ENG 204	Writing for the Workplace (WI)	3
Free Elective		3
Core II Humanities		3
Credit Hours		15

Third Year

First Semester

MKT 340 	MKT Concepts and Applications	3
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MKT 231 	Principles of Selling	3
MGT 320	Principles of Management	3
FIN 323	Principles of Finance	3
MIS 290	Prin Management Info Systems	3

Credit Hours 15

Second Semester

MKT 341 	Integrated MKT Communications	3
MKT 437	Consumer Behavior	3
Digital MKT & Analytics Elective		3
Free Elective		3
Free Elective		3

Credit Hours 15




Fourth Year

First Semester

MKT 442	Market Research	3
MKT 400	Social Media Marketing	3
MKT 435	Internet Marketing	3
MKT 425	Marketing Analytics	3
Free Elective		3

Credit Hours 15

Second Semester

MKT 465 	Strategic Marketing (C)	3
MGT 460 	Strategic Management (WI)	3
MKT 371 	International Marketing	3
Free Elective		3

Credit Hours 12

Total Credit Hours 120