









# 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.

## Major

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/>.

Code	Title	Credit Hours
<b>Core Curriculum</b>		
<i>Core 1: Critical Thinking</i>		
FYS 100	First Yr Sem Critical Thinking	3
PSY 201 	Introductory Psychology (CT)	3
ACC 215 	Accounting Principles (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
<b>College-Specific</b>		
ENG 204	Writing for the Workplace	3
ACC 215 	Accounting Principles (CT)	3
ACC 216	Principles of 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:		3
CMM 302	Professional Presentations	
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:		3
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.