MARKETING MAJOR, BBA - DIGITAL MARKETING CONCENTRATION

Campus: NYC

The Digital Marketing concentration exposes students to the evolving digital marketing environment with an introduction to both online marketing and information technology. Taking courses in both the Lubin School of Business and the Seidenberg School of Computer Science and Information Systems, students can tailor their degree to their specialized interests in visual analytics, web authoring, cybersecurity, design thinking and/or emerging technologies.

MAJOR COMPLETION SUMMARY

Requirement	Credits
University Core Requirements	47
Major Requirements	53
Open Electives	20
Total Credits	**120**

UNIVERSITY CORE REQUIREMENTS (47 CREDITS)

See complete University Core (https://catalog.pace.edu/undergraduate/university-core-curriculum/) requirements.

Includes several of the major-required courses listed below:

Code	Title	Credits
Foundation Requirements		
MAT 104	Finite Mathematics	3
CIS 101	Introduction to Computing	3
or TS 105	Computers for Human Empowerment	
Natural and Social Science Core Requirements		
ECO 105	Principles of Economics: Macroeconomics	3
SOC 102	Introduction to Sociology (or any Psychology course) [1]	3
or SOC 111	Urban Sociology	
or ECO 106	Principles of Economics: Microeconomics	
MAT 117	Elementary Statistics	4
Three Arts and Humanities (A&H) Courses		**9**

[1] May take ECO 106, SOC 102 or any PSY course including, PSY 112, 201, 203, 205,206, 207, 209,214, 215, 225, 233, 234, 240, 241, 242, 243, 256, 257, 258, 277, 302, 304, 306, 307, 308, 309, 311, 313, 315, 320, 323, 327, 328, 332, 337, 375, 381

MAJOR REQUIREMENTS (53 CREDITS)

Code	Title	Credits
Business Core [1]		
BUS 101	Contemporary Business Practice	3
ACC 203	Financial Accounting	4
ACC 204	Managerial Accounting	4
FIN 260	Financial Management	3
LAW 150	Business Law I	3
MAR 201	Principles of Marketing	3
MGT 150	Managerial and Organizational Concepts	3
MGT 226	Business Analytics	3
MGT 490	Business Strategy	3
Major Requirements		
Marketing Core		

MAR 201	Principles of Marketing [2]	(3)
MAR 222	Marketing Research	3
MAR 499	Advanced Marketing Management	3
Digital Marketing Concentration		
Required Concentration Courses A		*9*
MAR 375	Social Media in Marketing	
MAR 349	Strategic Digital Marketing	
MAR 368	Visual Analytics	
Required Concentration Courses B		*6*
MAR 221	Advertising Strategy & Creative	
MAR 343	Direct Marketing	
Required International Marketing Course		
Select one of the following:		3
MAR 351	International Marketing	
MAR 352	International Advertising and Promotion	
MAR 356	International Marketing Field Study	
Elective Concentration Course		
Select one of the following:		4
CIT 221	Global Networking Technology	
CIT 231	Web Authoring and Digital Media	
CIT 241	Database Management	
CIT 251	Computer Security Overview	
Total Credits		**57**

1 See Business Core Requirements (https://catalog.pace.edu/undergraduate/schools/lubin-school-business/university-core-curriculum-requirements-lubin-majors/) for more details.

2 Applied toward the Business Core.

3 If not used to satisfy concentration requirement above.

OPEN ELECTIVES (20 CREDITS)

Code	Title	Credits
Open Electives		
Select 20 credits [1]		20
Total Credits		**20**

1 Includes UNV 101 First-Year Seminar: Introduction to University Community (1 credit) for first-year students.

Course	Title	Credits
First Year		
Fall		
UNV 101	First-Year Seminar: Introduction to University Community	1
CIS 101	Introduction to Computing	3
ECO 105	Principles of Economics: Macroeconomics	3
ENG 110 or ENG 120	Composition or Critical Writing	3 or 4
MAT 104	Finite Mathematics	3
Arts and Humanities (A&H)		3
	Credits	**16-17**
Spring		
BUS 101	Contemporary Business Practice	3
MAT 117	Elementary Statistics	4

SOC 102 or SOC 111 or ECO 106	Introduction to Sociology (or any Psychology Course) or Urban Sociology or Principles of Economics: Microeconomics	3
ENG 120	Critical Writing (or Liberal Arts and Science Elective) [1]	4
Learning Community (LC) Required*		
	Credits	**14**
Second Year		
Fall		
ACC 203	Financial Accounting	4
COM 200	Public Speaking	3
MAR 201	Principles of Marketing	3
BUS 255	Professional Planning and Practice for Internships and Careers	1
Second Language Course		3
Arts and Humanities (A&H) and/or Writing Enhanced (WE)		3
	Credits	**17**
Spring		
ACC 204	Managerial Accounting	4
ENG 201	Writing in the Disciplines	3
LAW 150	Business Law I	3
MGT 150	Managerial and Organizational Concepts	3
Second Language Course or Liberal Arts & Science Elective		3
	Credits	**16**
Third Year		
Fall		
MAR 375 or MAR 349	Social Media in Marketing (or MAR 368) Concentration Group A or Strategic Digital Marketing	3
FIN 260	Financial Management	3
MAR 222	Marketing Research	3
Foundation Science Course with Lab		3
Arts and Humanities (A&H)		3
	Credits	**15**
Spring		
MAR 375 or MAR 349	Social Media in Marketing (or MAR 368) Concentration Group A or Strategic Digital Marketing	3
MAR 221 or MAR 343	Advertising Strategy & Creative (or CIS 102Y) Concentration Group B or Direct Marketing	3
MGT 226	Business Analytics	3
Open Elective		3
Open Elective		3
	Credits	**15**
Fourth Year		
Fall		
MGT 490	Business Strategy	3
MAR 221 or MAR 343	Advertising Strategy & Creative (or CIS 102Y) Concentration Group B or Direct Marketing	3
MAR 351 or MAR 352	International Marketing (MAR 356) International Course or International Advertising and Promotion	3
Open Elective and/or Civic Engagement (CE)		3
Open Elective		2
	Credits	**14**
Spring		
CIT 231 or CIT 221	Web Authoring and Digital Media (or CIT 241/251) Concentration Elective or Global Networking Technology	4

MAR 499	Advanced Marketing Management	3
Open Elective		3
Open Elective		3
	Credits	**13**
	Total Credits	**120-121**

[1] Students transferring ENG 120 with 3 credits will need to take an additional one (1) Liberal Arts and Science Elective Credit.