

MARKETING MAJOR, BBA - DIGITAL MARKETING CONCENTRATION

Campus: NYC, Westchester

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	53
Major Requirements	53
Open Electives	22
Total Credits	128

UNIVERSITY CORE REQUIREMENTS (53 CREDITS)

See complete University Core (<http://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 or TS 105	Introduction to Computing Computers for Human Empowerment	3
Lubin Foundation Requirement in Quantitative Reasoning ¹		
ECO 105	Principles of Economics: Macroeconomics	3
ECO 106	Principles of Economics: Microeconomics	3
MAT 117	Elementary Statistics ²	4
One Elective Course in Mathematics or Economics ³		3

¹ These four courses are applied to the University Core Areas of Knowledge (AOK) requirement as an In-depth Sequence in Quantitative Reasoning. Therefore, Lubin majors are required to complete only one course from each of the four Areas of Knowledge. See Lubin Foundation Requirement (<http://catalog.pace.edu/undergraduate/schools/lubin-school-business/university-core-curriculum-requirements-lubin-majors/#business-foundation>) in Quantitative Reasoning for more details.

² MAT 117 Elementary Statistics satisfies one course in AOK- HSN (AOK5)

³ Any ECO or MAT course, except MAT 100, 102, 103, 104, 117, 130, 134, 234 or ECO 105 or 106.

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		
<i>Marketing Core</i>		

MAR 201	Principles of Marketing ²	(3)
MAR 222	Marketing Research	3
MAR 499	Advanced Marketing Management	3
Digital Marketing Concentration		
<i>Required Concentration Courses A</i>		9
MAR 375	Social Media in Marketing	
MAR 349	Strategic Digital Marketing	
MAR 368	Visual Analytics	
<i>Required Concentration Courses B</i>		6
Select any TWO of the following courses:		
MAR 221	Advertising Strategy & Creative	
MAR 343	Direct Marketing	
CS 314	Emerging Technologies for Business	
CIS 102Y	Topics: Design Thinking and Innovation	
<i>Required International Marketing Course</i>		
Select one of the following:		3
MAR 351	International Marketing	
MAR 352	International Advertising and Promotion	
MAR 356	International Marketing Field Study	
<i>Elective Concentration Course</i>		
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 (<http://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 (22 CREDITS)

Code	Title	Credits
Open Electives		
Select 22 credits ¹		22
Total Credits		22

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
Area of Knowledge (AOK)		3
Credits		16-17

Spring

BUS 101	Contemporary Business Practice	3
ECO 106	Principles of Economics: Microeconomics	3
MAT 117	Elementary Statistics	4
ENG 120	Critical Writing (or Liberal Arts and Science Elective) ¹	4
Area of Knowledge (AOK)		3
Learning Community (LC) Required*		
Credits		17

Second Year**Fall**

ACC 203	Financial Accounting	4
COM 200	Public Speaking	3
MAT or ECO Elective		3
MAR 201	Principles of Marketing	3
Second Language Course		3
Credits		16

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
Area of Knowledge (AOK) and/or Writing Enhanced (WE)		3
Open Elective		1
Credits		16

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 CS 314 or CIS 102Y) ^{Concentration Group B} or Direct Marketing	3
MGT 226	Business Analytics	3
Area of Knowledge (AOK) and/or Writing Enhanced (WE)		3
Open Elective		3
Open Elective		3
Credits		18

Fourth Year**Fall**

MGT 490	Business Strategy	3
MAR 221 or MAR 343	Advertising Strategy & Creative (or CS 314 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/AOK I)		3
Open Elective		3
Credits		15

Spring

CIT 231 or CIT 221	Web Authoring and Digital Media (or CIT 241/251) or Global Networking Technology	Concentration Elective	4
MAR 499	Advanced Marketing Management		3
Open Elective			2
Open Elective			3
Open Elective			3
Credits			15
Total Credits			129-130

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