

MARKETING MAJOR, BBA - DIGITAL MARKETING CONCENTRATION

Campus: NYC, Westchester

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	Introduction to Computing	3
or TS 105	Computers for Human Empowerment	
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	
<i>Required International Marketing Course</i>		3
Select one of the following:		
MAR 351	International Marketing	
MAR 352	International Advertising and Promotion	
MAR 356	International Marketing Field Study	
<i>Elective Concentration Course</i>		4
Select one of the following:		
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.