

MARKETING MAJOR, BBA - DIGITAL MARKETING CONCENTRATION

Campus: NYC, Westchester

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

2 Marketing Major, BBA - Digital Marketing Concentration

MAR 221 or MAR 343	Advertising Strategy & Creative (or CS 314 or CIS 102Y) or Direct Marketing	Concentration Group B	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) or Direct Marketing	Concentration Group B	3
MAR 351 or MAR 352	International Marketing (MAR 356) or International Advertising and Promotion	International Course	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.