MARKETING MAJOR, BBA - DIGITAL MARKETING CONCENTRATION

Campus: NYC

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.