

## BSDM PROGRAM REQUIREMENTS

### General Education Requirements

| <b>Bachelor of Science in Digital Marketing: 121 Credits / 40 Total Courses</b>  |  |                   |
|--|--|-------------------|
| <b>English – select three (3) courses from below</b>   |  | <b>9 Credits</b>  |
| ENG 101*   | English Composition I  | 3                 |
| ENG 201  | English Composition II   | 3                 |
| ENG 305  | American Literature  | 3                 |
| ENG 405  | British Literature   | 3                 |
| <b>Critical Thinking and Literacy – both courses below are required</b>  |  | <b>6 Credits</b>  |
| INF 101  | Information Literacy for College Success<br>(Required as first course at NECB) | 3                 |
| PHI 101  | Critical Thinking  | 3                 |
| <b>Humanities – select one (1) course from below</b>   |  | <b>3 Credits</b>  |
| ART 301  | Art History & Appreciation   | 3                 |
| PHI 350  | Logic and Reasoning  | 3                 |
| <b>Economics – select one (1) course from below</b>  |  | <b>3 Credits</b>  |
| ECO 201  | Macroeconomics   | 3                 |
| ECO 202  | Microeconomics   | 3                 |
| <b>Social Science -- select two (2) courses from below</b>   |  | <b>6 Credits</b>  |
| ECO 101  | Economics and Society  | 3                 |
| HIS 201  | US History Since 1900  | 3                 |
| PSY 250  | Psychology   | 3                 |
| POL 250  | Political Science  | 3                 |
| SOC 250  | Sociology  | 3                 |
| <b>Mathematics – select three (3) courses from below</b>   |  | <b>9 Credits</b>  |
| MAT 103*   | Business Math  | 3                 |
| MAT 205  | College Algebra  | 3                 |
| MAT 305  | Statistics   | 3                 |
| MAT 350  | Business Calculus  | 3                 |
| <b>Communication – both courses below are required</b>   |  | <b>6 Credits</b>  |
| COM 201  | Business Writing & Communication   | 3                 |
| COM 301  | Interpersonal and Organizational Communication                                 | 3                 |
| <b>Natural Science - both courses below are required</b>   |  | <b>7 Credits</b>  |
| SCI 280  | Environmental Science and Lab  | 4                 |
| SCI 301  | Anatomy & Physiology   | 3                 |
| <b>Electives** – select two (2) courses from any courses above that you have not already taken toward your requirements.</b> |  | <b>6 Credits</b>  |
| <b>General Education Total Credits</b>   |  | <b>55 Credits</b> |

## Digital Marketing and Business Course Requirements

|   |   |                    |
|---|---|--------------------|
| <b>Digital Marketing Core Course Requirements – Eight (8) courses</b> |   | <b>24 Credits</b>  |
| DMK 205   | Digital Marketing   | 3                  |
| DMK 230   | Data Analysis, Metrics and Measurement of Digital Marketing                       | 3                  |
| DMK 305   | Digital Advertising   | 3                  |
| DMK 310   | Laws, Ethics, and Social Responsibility in a Digital Age                          | 3                  |
| DMK 315   | Online Content Marketing and Consumer Behavior                                    | 3                  |
| DMK 340   | Search Engine Optimization  | 3                  |
| DMK 401   | Fundamentals of Web Design  | 3                  |
| DMK 420   | Mobile Marketing  | 3                  |
| <b>Elective Courses – Select Three (3) courses</b>                    |   | <b>9 Credits</b>   |
| DMK 210   | Viral Marketing and Digital Presence  | 3                  |
| DMK 330   | Target Marketing and Social Optimization  | 3                  |
| MKT 215   | Customer Relationship Marketing   | 3                  |
| MKT 305   | Consumer Behavior   | 3                  |
| DMK 410   | Global Strategies in Digital Marketing  | 3                  |
| DMK 405   | Web 3.0 and Emerging Trends in Digital Marketing                                  | 3                  |
| DMK428  | Digital Marketing, Big Data and Web Analytics                                     | 3                  |
| DMK430  | Cause Marketing   | 3                  |
| <b>Business Core Course Requirements – Nine (9) courses</b>           |   | <b>27 Credits</b>  |
| ACC 201   | Accounting I  | 3                  |
| FLS 101   | Financial Literacy  | 3                  |
| MGM 201   | Principles of Management  | 3                  |
| MKT 210   | Principles of Marketing   | 3                  |
| MKT 230   | Principles of Public Relations  | 3                  |
| MGM 255   | Business Law  | 3                  |
| MGM 401   | Operations Management   | 3                  |
| MGM 205   | Management Information Systems  | 3                  |
| MKT 301   | Market Research   | 3                  |
| <b>Business Elective Course – Select one (1) course</b>               |   | <b>3 Credits</b>   |
| ACC XXX   | Accounting Concentration  | 3                  |
| BNK XXX or<br>FIN XXX   | Banking/Finance Concentration   | 3                  |
| INB XXX   | International Business Concentration  | 3                  |
| MKT XXX   | Marketing Concentration   | 3                  |
| MGM XXX   | Management Concentration  | 3                  |
| <b>B.S.D.M.<br/>Capstone</b>  | <b>Required – One (1) course</b>  | <b>3 Credits</b>   |
| DMK 450   | BSDM Senior Capstone<br>(Prerequisite completion of 109 credit hours and MKT 301) | 3                  |
| <b>Total Business</b>   |   | <b>66 Credits</b>  |
| <b>Total B.S.D.M. Program</b>   |   | <b>121 Credits</b> |

\* New students must pass both English and math diagnostic exams with a 75% score or better, or complete ENG099 Fundamentals of English and MAT099 Fundamentals of Math with a grade of “C” or higher, to be placed in ENG101 English Composition I and MAT103 Business Math, respectively.

\*\* In addition to the aforementioned courses, CAEL100 Prior Learning Assessment Theory and Practice may be taken as a General Education elective.