

Bachelor of Science General Education Requirements

Students in all Bachelor of Science programs are required to complete the following

42 General Education credits

General Education Requirements		42 Credits
English – both courses below are required		6 Credits
ENG 101*	English Composition I	3
ENG 201	English Composition II	3
Critical Thinking and Literacy – both courses below are required		6 Credits
INF 101	Information Literacy for College Success	3
PHI 101	Critical Thinking	3
Arts & Humanities – 2 courses selected from below		6 Credits
ART 301	Art History & Appreciation	3
ENG 305	American Literature	3
ENG 405	British Literature	3
HIS 201	US History Since 1900	3
Social Science - 2 courses selected from below		6 Credits
ECO 101	Economics and Society	3
PSY 250	Psychology	3
POL 250	Political Science	3
SOC 250	Sociology	3
Mathematics – both courses below are required		6 Credits
MAT 103*	Business Math	3
MAT 205	College Algebra	3
Communication – both courses below are required		6 Credits
COM 201	Business Writing & Communication	3
COM 301	Interpersonal and Organizational Communication	3
Natural & Physical Science – both courses below are required		6 Credits
SCI 281	Environmental Science and Lab	3
SCI 301	Anatomy & Physiology	3

* 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.

Bachelor of Science in Digital Marketing (BSDMK)

Students in the BSDMK Program are required to complete the following courses:

120 Credits/ 40 Courses

BS General Education Curriculum- 14 Courses		42 Credits
ENG101; ENG201	English – 2 courses	6
INF101; PHI101	Information Literacy and Critical Thinking – 2 courses	6
(select two)	Arts & Humanities –2 course	6
(select two)	Social Science –2 courses	6
(select two)	Mathematics –2 courses	6
COM201; COM301	Communications – 2 courses	6
(select two)	Natural & Physical Science	6
Core Course Curriculum – 14 Courses		42 Credits
ACC201	Accounting I (Prerequisite: MAT 103 Business Math)	3
ACC202	Accounting II (Prerequisite: ACC 201 Accounting I)	3
DMK205	Digital Marketing	3
DMK230	Data Analysis, Metrics, and Measurement of Digital Marketing	3
DMK301	Laws, Ethics, and Social Responsibility in a Digital Age	3
MGM201	Principles of Management	3
MGM225	Human Resources	3
MGM301	Research Methods	3
MGM305	Organizational Behavior	3
MGM401	Operations Management	3
MIS205	Management Information Systems	3
MKT210	Principles of Marketing	3
MKT305	Consumer Behavior	3
BS Capstone		
MGM450	BS Senior Capstone	3
Business Elective Courses – 12 Courses - Choose one concentration below:		
Strategic Marketing		36 Credits
MAT305	Statistics	3
(select one)	Economics	3
MGM215	Leadership and Management	3
MGM410	Strategic Planning & Decision Making	3
MKT301	Marketing Research	3
DMK350	Cause Marketing	3
DMK410	Global Strategies in Digital Marketing	3
DMK340	Search Engine Optimization	3
(select four)	Electives- select 4 business courses	12
Virtual Marketing		36 Credits
MAT305	Statistics	3

MGM215	Leadership and Management	3
MGM410	Strategic Planning & Decision Making	3
DMK405	Web 3.0 and Emerging Trends in Digital Marketing	3
DMK210	Viral Marketing and Digital Presence	3
DMK305	Digital Advertising	3
DMK315	Online Content Marketing and Consumer Behavior	3
DMK330	Target Marketing and Social Optimization	3
(select four)	Electives- select 4 business courses	12
Marketing Analytics		36 Credits
MAT305	Statistics	3
(select one)	Economics	3
MGM215	Leadership and Management	3
MGM410	Strategic Planning & Decision Making	3
MKT301	Marketing Research	3
DMK315	Online Content Marketing and Consumer Behavior	3
DMK330	Target Marketing and Social Optimization	3
DMK428	Digital Marketing, Big Data and Web Analytics	3
(select four)	Electives- select 4 business courses	12