

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

* New students must pass both English and math diagnostic exams with a 75% score or better, or complete ENG099W Fundamentals of English and MAT099W Fundamentals of Math with a grade of “C” or higher, to be placed in ENG101W English Composition I and MAT103W 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
ENG101W; ENG201W	English – 2 courses	6
INF101W; PHI101W	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
COM201W; COM301W	Communications – 2 courses	6
(select two)	Natural & Physical Science	6
Core Course Curriculum – 14 Courses		42 Credits
ACC201W	Accounting I (Prerequisite: MAT 103 Business Math)	3
ACC202W	Accounting II (Prerequisite: ACC 201 Accounting I)	3
DMK205W	Digital Marketing	3
DMK230W	Data Analysis, Metrics, and Measurement of Digital Marketing	3
DMK301W	Laws, Ethics, and Social Responsibility in a Digital Age	3
MGM201W	Principles of Management	3
MGM225W	Human Resources	3
MGM301W	Research Methods	3
MGM305W	Organizational Behavior	3
MGM401W	Operations Management	3
MIS205W	Management Information Systems	3
MKT210W	Principles of Marketing	3
MKT305W	Consumer Behavior	3
BS Capstone		
MGM450W	BS Senior Capstone	3
Business Elective Courses – 12 Courses - Choose one concentration below:		
Strategic Marketing		36 Credits
MAT305W	Statistics	3
(select one)	Economics	3
MGM215W	Leadership and Management	3
MGM410W	Strategic Planning & Decision Making	3
MKT301W	Marketing Research	3
DMK350W	Cause Marketing	3
DMK410W	Global Strategies in Digital Marketing	3
DMK340W	Search Engine Optimization	3
(select four)	Electives- select 4 business courses	12
Virtual Marketing		36 Credits
MAT305W	Statistics	3

MGM215W	Leadership and Management	3
MGM410W	Strategic Planning & Decision Making	3
DMK405W	Web 3.0 and Emerging Trends in Digital Marketing	3
DMK210W	Viral Marketing and Digital Presence	3
DMK305W	Digital Advertising	3
DMK315W	Online Content Marketing and Consumer Behavior	3
DMK330W	Target Marketing and Social Optimization	3
(select four)	Electives- select 4 business courses	12
Marketing Analytics		36 Credits
MAT305W	Statistics	3
(select one)	Economics	3
MGM215W	Leadership and Management	3
MGM410W	Strategic Planning & Decision Making	3
MKT301W	Marketing Research	3
DMK315W	Online Content Marketing and Consumer Behavior	3
DMK330W	Target Marketing and Social Optimization	3
DMK428W	Digital Marketing, Big Data and Web Analytics	3
(select four)	Electives- select 4 business courses	12