



# **Bachelor of Business Administration**

## **Emphasis in Digital Marketing**

## Program of Study Bachelor of Business in Digital Marketing

The Bachelor of Business Administration major in Digital Marketing presents practical marketing and communication applications for digital communication channels. Students explore how the “Four Ps of Marketing” apply in the digital realm of ecommerce, social networking, search engine marketing, user generated media, affiliate programs and display advertising. Topics include maximizing a Web presence through site development, evaluation and improvements; public relations and media strategies; and user-generated communication channels. Students learn results-driven metrics and key performance indicators for direct marketing and the applicability of those in the delivery of digital marketing.

Candidates graduating with the BBA in Digital Marketing will:

- Forecast and measure revenue streams and profit from specific digital marketing tactics, then make recommendations for continuous improvements.
- Outline legal issues pertinent to the use of Web-marketed products and services.
- Establish effective ecommerce channels such as online sales, auction and lead generation functions.
- Apply direct marketing measurement techniques in determining digital marketing efficacy and efficiency.
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General Education Requirements (45 credit hours)

Course Number	Course Title	Course Description	Credits
COM 301	Cultural Diversity in Business (or other 300 level or above diversity, culture or communications class)	Investigates parameters of difference that may impact business communications and relationships. Topics include dress, greetings, customs, expectations, and negotiating styles.	
ENG 101	Composition (or comparable Composition class)	Provides instruction, guidance, and feedback for the fundamental principles of effective expository writing. Topics include elements of content, organization, writing conventions, and format, applied to areas of the business core program.	
ENG 103	Business Writing (or comparable Composition class)	Emphasizes audience, tone, development, discourse, and vocabulary appropriate to writing for business purposes. Students employ writing topics applied to areas of the business core program. <i>Prerequisite: ENG101.</i>	
SPC 101	Business Presentations (or comparable Speech class)	Prepares students to develop and deliver presentations to yield results within informative, persuasive, goodwill, sales, and training venues. The course includes preparing charts and graphs, running productive meetings, and effective public speaking, preparing charts and graphs, running productive meetings, and effective public speaking.	
ECO 201	Macroeconomics or comparable lower	Addresses effects of the national economy on business cycles in regard to growth, inflation, and	

	division Economics class)	unemployment. Students consider how these factors are related to micro-level performance.	
ECO 301	Microeconomics (or comparable upper division Economics class)	Presents the theory of exchange and production in terms of supply and demand, price adjustment, and market failure. Topics include types of costs and profits. <i>Prerequisite: ECO201.</i>	
POL 101	U.S Government (or other 100 level or above political science class)	Reviews the structure and functions of the U.S. government and the system of checks and balances with regard to federal power. The course distinguishes the types of authority that are left to the individual states.	
PSY 101	Psychology (or other 100 level or above psychology class)	Introduces basic theoretical constructs of psychology that explain mental processes and behavior. Students compare various schools of thought regarding perception, cognition, emotion, personality, and interpersonal relationships.	
SOC 301	Sociology (or other 300 level or above sociology class)	Introduces basic theoretical constructs of sociology that explain human interaction and social organization. Students examine cultural and environmental factors that influence social processes.	
PHL 101	Business Ethics (or other 100 level or above philosophy class)	Analyzes practical moral dilemmas that arise in business environments and the ethical principles that guide resolution of them. Students examine issues from multiple points of view in order to describe the role of business ethics as reconciling conflicting interests.	
THR 301	Film (or other 300 level or above literature, music, art, history or theater class)	Examines fundamental elements of film analysis, including style, narrative, genre, and major approaches. Students investigate interpretations of film as artistic presentation, popular entertainment, and mass communication.	
BIO 101	Environmental Studies I (with lab) (or other 100 level or above physical science class)	Identifies ways in which humans interact with and impact their environment, including natural, constructed, and cultural surroundings. Students consider relationships among these environments that give rise to diverse business and economic circumstances. There is a lab component in this course.	
BIO 301	Environmental Studies II (or other 300 level or above physical science class)	Focuses on solutions to current green issues, including solar, wind, biofuels, green building design, and transportation. Students critique current environmental efforts and strategize ways to increase the public and private support they receive. <i>Prerequisite: BIO101</i>	
MAT	Introductory Algebra	Introduces fundamental algebra concepts. Topics	

101	(or other 100 level or above math or statistics class)	include integers; fractions, decimals, and percentages; algebra notation and symbols; solving equations with roots and powers; linear equations and inequalities; graphing and linear systems; exponents and polynomials; and factoring.	
MAT 301	Business Statistics (or other 300 level or above business statistics class)	Provides the tools to interpret fundamental statistics for business applications. Topics include descriptive statistics, probability, normal distributions, testing hypotheses, confidence intervals, linear regression, and correlation. <i>Prerequisite: MAT101.</i>	

Business Core Requirements (33 credit hours)

Course Number	Course Title	Course Description	Credits
ACT 201	Accounting I	Covers fundamental accounting concepts and techniques in accordance with Generally Accepted Accounting Principles for ledgers, journals, and the accounting cycle; introduces financial statements. Students conduct major operations for analysis of business transactions.	3
BUS 201	Intro to Environment of Business	Introduces the functional areas and fundamental terminology of business environments. Topics engage students in current small business events through information evaluation and problem solving to better comprehend the business world.	3
ECO 303	Money and Banking	Investigates the financial rules and institutional structure of banks, their common functions, and their broader commercial role in handling monetary funds. Students discuss the capacity of banks to influence economic events.	3
FIN 201	Finance I	Surveys major topics in financial management, including the financial environment, financial goals of corporations, the agency problem between stockholders and top executives, the time value of money, the risk and return relationship, financial statement analysis, financial markets and institutions, and the valuation of securities.	3
HRM 301	Human Resource Management	Explores the principles and practices of recruiting and maintaining an effective workforce. The course reviews generational differences and recent trends in employee career goals and on-the-job priorities.	3
LAW 201	Legal Environment of Business	Investigates legal aspects of business. Students examine types of law, contracts, and regulatory obligations.	3

LDR 401	Leadership	Investigates leadership from practical perspectives including the expectations of constituent groups, personal credibility, enlisting others in a common vision, seizing initiative, fostering collaboration, recognizing and celebrating victories, and learning as a key to growing and fostering continued effective leadership skills.	3
LDR 403	Change Management	Presents theory and procedures to anticipate, design, implement, and evaluate organizational change. Students examine an organization for use and implementation of the Balanced Scorecard, a tool for change initiatives and planning.	3
MGT 301	Management	Focuses on the challenges of building a sense of community within a business, including interpersonal skills, group processes, and delegating power. The course emphasizes relationship building, creating teams, and employee motivation.	3
MKT 301	Marketing	Addresses the components and principles of marketing plans, strategies, and processes. The course distinguishes elements of the marketing mix and types of communication involved in recruiting and retaining a stable customer base.	3
ORG 301	Organizational Behavior	Covers models of human behavior at work, the dynamics between people and organizations, and how to promote effective teams. Students analyze current issues about working in and around organizations	3

Major Field Requirements (27 credit hours)

Course Number	Course Title	Course Description	Credits
DMK 201	Digital Marketing	Examines the role of the Internet in marketing a business today, from product and pricing considerations to new distribution and promotional channels. Introduces the roles of digital media in creating a customer experience and facilitating business sales and advertising. Covers buying behavior of both Business-to-Consumer and Business-to-Business digital relationships. Discusses the steps of marketing planning for the digital realm and related marketing tactics.	3
DMK 203	Media Effectiveness & Measurement	Explores digital marketing methods including Web site development, ecommerce channels, email, social, online advertising and mobile platform communication campaigns. Students compare	3

		and contrast these methods with measurement techniques of other non-digital marketing efforts and understand key performance indicators for each channel. Students strategize profit models, cost/benefit analysis, return-on-investment measurement, brand influence, share of voice and consumer sentiment measurement.	
DMK 299	Digital Marketing Project	Integrates major concepts and skills within the Digital Marketing emphasis. Students explore digital marketing principles in an existing enterprise or establishment.	3
DMK 301	Online Social Behavior & Persuasion	Examines the role of the Internet, email and mobile platforms in viral communications and the impact that role has on content creation and syndication, public relations, publicity and marketing communications. Identifies digital mores shaping one-to-one and one-to-many communications and the effect of those mores on demographic and psychographic segments globally. Students explore the creation and dissemination of content and materials via web-, social-, mobile- and email-media methods.	3
DMK 401	Cyber Law	Distinguishes the legal standards and regulations surrounding Internet-based and digital marketing, jurisdiction and sovereignty issues, net neutrality and governance. Students examine consumer privacy, intellectual property protection, asset/copyright protection and freedom of expression in light of compliance with Internet, mobile and email marketing laws on a global level.	3
MKT 203	Personal Selling	Covers psychology, sales knowledge, and communication procedures for establishing effective customer-product/service alignment. Students investigate partner relationships that support entrepreneurship.	3
MKT 303	Consumer Behavior	Explains the traditional study of cognitive processes that promote the initial choice and ongoing use of a product or service, as well as newer loyalty-based methods of determining customer goals. Students assess the influences of reference groups.	3
MKT 401	Marketing Management	Integrates marketing strategies for optimal and competitive communication to interpret various markets, develop stable customers, build strong brands, and deliver social value. Topics include the management of product and service marketing, creation of service marketing strategies, and development of a marketing	3

		analysis. (	
DMK 499	Digital Marketing Capstone	Applies learning outcomes compiled throughout the major. Students develop a project of personal or professional interest that is oriented to current trends in digital marketing.	DMK 499

**Total General Ed. Credits: 45**

**Total Business Core Credits: 33**

**Total Major Credits: 27**

**Total Elective Credits: 15**

**Total Bachelor of Business Administration: Digital Marketing Major Credits: 120**