

Digital Marketing Emphasis (24 hours) (Available F2F and Online)

Required Core Courses:

- Principles of Marketing
- Consumer Behavior
- Marketing Research
- Strategic Marketing Mgt.

Required Elective Courses:

- Digital Marketing
- Social Media Marketing
- Website Strategy & Development

3 hours from approved list:

- Brand Promotion & Activation
- Digital Entrepreneurship
- Advanced Topics in Marketing & Technology
- Customer Journey Analytics

Data-Driven Marketing & Intelligence Emphasis (24 hours) (Available F2F)

Required Core Courses:

- Principles of Marketing
- Consumer Behavior
- Marketing Research
- Strategic Marketing Management

Required Elective Courses:*

- Customer Journey Analytics
- Database & Visual Storytelling
- Data-Driven Metrics for Modern Marketing
- Advanced Marketing Analytics & Intelligence

*All students enrolled in this track are also required to minor in Business Analytics.

Additional Marketing Elective Courses for General Marketing BBA

- Innovations in Retailing
- Marketing for Nonprofit Organizations
- International Marketing
- Selling and Sales Force Management

Approved Electives for General Marketing BBA (up to 3 hours)

- ECON 704 Behavioral Economics and Managerial Decisions
- ENTR 453 Digital Entrepreneurship
- ID 300 Design Thinking & Innovation
- ID 515** Blockchain Fundamentals (2 hrs)
- ID 516** Blockchain Applications (2 hrs)
- ID 721 Pitch to Presentation

**may also be used in the Digital emphasis