

*Bachelor of Science in Digital Marketing (BSDM): Core Program*

Students in the BSDM program are required to complete the following General Education courses:

<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 (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>
ART301	Art History and Appreciation	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
<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>

\*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.

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<b>Digital Marketing Core Course Requirements – 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 301	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 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 350	Cause Marketing	3
DMK 410	Global Strategies in Digital Marketing	3
DMK 420	Mobile Marketing	3
DMK 428	Digital Marketing, Big Data and Web Analytics	3
DMK 405	Web 3.0 and Emerging Trends in Digital Marketing	3
<b>Business Core Course Requirements – 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
MIS 205	Management Information Systems	3
MKT 301	Market Research	3
<b>Business Elective Course – Select 1 course</b>		<b>3 Credits</b>
ACC XXX	Accounting Concentration	3
BNK XXX or FIN XXX	Banking/Finance Concentration	3
INB XXX	International Business Concentration	3
MKT XXX	Marketing Concentration	3
MGM XXX	Management Concentration	3
<b>BSDM Capstone</b>		<b>3 Credits</b>
DMK 450	BSDM Senior Capstone	3
<b>Total Business</b>		<b>66 Credits</b>
<b>Total Bachelor of Science in Digital Marketing Program</b>		<b>121 Credits</b>