

Digital Marketing Concentration

Bachelor of Arts in Business Management

All classes are 3 units unless otherwise specified. 120 units are required to graduate.

Business Management Core – Lower Division (27 units)	Business Management Core – Upper Division (21 units)
MGT 100 Foundations of Management MTH 100 College Algebra MTH 105 Introduction to Statistics ECO 110 Microeconomics ECO 115 Macroeconomics ACC 220 Financial Accounting ACC 230 Managerial Accounting MKT 260 Principles of Marketing MGT 270 Management Information Systems	BUS 305 Business Law MGT 315 Organizational Behavior MKT 320 Marketing Management BUS 320 Quantitative Analysis for Management FIN 430 Corporate Finance MGT 480 Strategic Management BUS 499 Senior Capstone
Digital Marketing Concentration (18 units)	Business Management Electives (3 units)
DIG 200 Social Media Marketing DIG 205 Email Marketing DIG 210 SEO/SEM DIG 400 Digital Marketing Analytics DIG 405 Viral and Organic Growth MKT 410 Sports Entertainment Marketing	<i>Choose one of the courses below</i> MGT 320 HR and Talent Management FIN 410 Personal Finance and Investment BUS 150 Introduction to Spreadsheets BUS 310 Business Leadership BUS 460 Internship BUS 400 Special Topics in Business MGT 400 Special Topics in Management ECO 400 Special Topics in Economics FIN 400 Special Topics in Finance
Integrated Core (18 units)	General Education (33 units)
INT 100 Interdisciplinary Liberal Studies INT 200 Classical Rhetoric INT 205 Byzantine Studies INT 300 Ethics INT 310 Modern European Thought & Culture INT 350 The American Experiment	BIO 100 & CHE 100 Biology and Chemistry COM 105 Oral Communication CSS 100 College Success Strategies THE 100 & THE 110 Christianity and the Bible WRI 100 & WRI 105 College Composition Foreign Language (3 semesters)