

Business Major – Digital Marketing Concentration

Note: Business majors must complete BUS 101, BUS 102, ECO 121, ECO 123, ECO 221, ECO 223, ACC 221, ACC 222, ACC 235, MAT 131, and MAT 224 with a 'C-' or better **before** enrolling in 300 or 400-level course in the department. This major is offered partially online through a consortium of accredited colleges and universities. Four courses within the program are delivered by faculty employed by partner institutions in the consortium, with technology and administrative support provided by Rize Education. Oversight of courses offered through the consortium are reviewed and approved by Franklin College. Students register through Franklin College and receive academic credit from Franklin College.

Core Requirements

BUS 101 Introduction to The Business Mindset
BUS 102 Development of the Entrepreneurial Skillset
BUS 331 Business Law I
BUS 351 Business Finance
BUS 361 Contemporary Marketing
BUS 371 Operations Management
BUS 475 Strategic Implementation Project
BUS 499 Senior Competency Practicum
ACC 235 Data Management and Analysis
ECO 121 Principles of Microeconomics
ECO 123 Principles of Macroeconomics
MAT 131 Introduction to Quantitative Analysis
MAT 224 Basic Statistics

Professional Development Requirements

BUS 482 Professional Practicum
INT XXX Business Internship (Senior Year Experience)
PDP 200 Preparing for Your Internship

Related Field Requirements

ACC 221 Principles of Accounting I
ACC 222 Principles of Accounting II
ECO 221 Intermediate Microeconomics
ECO 223 Intermediate Macroeconomics
CMP 130 Introduction to Computing

Concentration Requirements

BUS 310 Going Viral and Growth Hacking
BUS 312 Social Media Marketing, Brand Awareness, and Engagement
BUS 314 Lifecycle and Email Marketing
BUS 316 Digital Marketing Analytics and Experimentation
BUS 365 Digital Marketing

Note: Many non-business courses that can be used for business tracks have prerequisites. Students who plan to take non-business courses should take care to schedule the prerequisites.