

# MARKETING DIGITAL MARKETING & ANALYTICS

## REQUIREMENTS

**CORE CURRICULUM** The Core Curriculum is designed to foster critical thinking skills and introduce students to basic domains of thinking that transcend disciplines. The Core applies to all majors. Information on specific classes in the Core can be found at [marshall.edu/gened](http://marshall.edu/gened).

### CORE 1: CRITICAL THINKING

| CODE    | COURSE NAME              | HRS | GRADE |
|---------|--------------------------|-----|-------|
| FYS 100 | First-Year Seminar       | 3   | _____ |
| PSY 201 | Critical Thinking Course | 3   | _____ |
| ACC 215 | Critical Thinking Course | 3   | _____ |

### CORE 2:

| CODE     | COURSE NAME                      | HRS | GRADE |
|----------|----------------------------------|-----|-------|
| ENG 101  | Beginning Composition            | 3   | _____ |
| ENG 201  | Advanced Composition             | 3   | _____ |
| CMM 207  | Bus & Prof Communication         | 3   | _____ |
| STA 150  | Fundamentals of Statistics       | 3   | _____ |
| STA 150L | Fundamentals of Statistics Lab   | 1   | _____ |
| _____    | Core II Natural/Physical Science | 4   | _____ |
| _____    | Core II Humanities               | 3   | _____ |
| PSY 201  | General Psychology (CT)          | 3   | _____ |
| _____    | Core II Fine Arts                | 3   | _____ |

### Additional University Requirements

|         |                                |   |       |
|---------|--------------------------------|---|-------|
| ENG 204 | Writing Intensive              | 3 | _____ |
| MGT 460 | Writing Intensive              | 3 | _____ |
| MKT 371 | Multicultural or International | 3 | _____ |
| MKT 465 | Capstone                       | 3 | _____ |

## COLLEGE

All business majors are required to take core business courses. They are as follows:

| CODE    | COURSE NAME                     | HRS | GRADE | CODE    | COURSE NAME                   | HRS | GRADE |
|---------|---------------------------------|-----|-------|---------|-------------------------------|-----|-------|
| ENG 204 | Writing for the Workplace       | 3   | _____ | MIS 200 | Bus Computer Applications     | 3   | _____ |
| ACC 215 | Intro Financial Accounting (CT) | 3   | _____ | MIS 290 | Principles of MIS             | 3   | _____ |
| ACC 216 | Intro Managerial Accounting     | 3   | _____ | MGT 218 | Business Quantitative Methods | 3   | _____ |
| ECN 250 | Principles of Microeconomics    | 3   | _____ | MGT 320 | Principles of Management      | 3   | _____ |
| ECN 253 | Principles of Macroeconomics    | 3   | _____ | MGT 460 | Strategic Management          | 3   | _____ |
| FIN 323 | Principles of Finance           | 3   | _____ | MKT 340 | MKT Concepts and Applications | 3   | _____ |
| LE 207  | Legal Environment of Business   | 3   | _____ | _____   | CMM Studies Elective          | 3   | _____ |

## MAJOR AND AREA OF EMPHASIS

Students who wish to major in Marketing with an area of emphasis in Digital Marketing & Analytics must take the following courses:

| CODE    | COURSE NAME                   | HRS | GRADE | CODE    | COURSE NAME                      | HRS | GRADE |
|---------|-------------------------------|-----|-------|---------|----------------------------------|-----|-------|
| MKT 231 | Principles of Selling         | 3   | _____ | MKT 425 | Marketing Analytics              | 3   | _____ |
| MKT 341 | Integrated MKT Communications | 3   | _____ | _____   | Digital MKT & Analytics Elective | 3   | _____ |
| MKT 371 | International Marketing       | 3   | _____ | _____   | Free Elective                    | 3   | _____ |
| MKT 437 | Consumer Behavior             | 3   | _____ | _____   | Free Elective                    | 3   | _____ |
| MKT 442 | Marketing Research            | 3   | _____ | _____   | Free Elective                    | 3   | _____ |
| MKT 400 | Social Media Marketing        | 3   | _____ | _____   | Free Elective                    | 3   | _____ |
| MKT 435 | Internet Marketing            | 3   | _____ | _____   | Free Elective                    | 3   | _____ |
| MKT 465 | Strategic Marketing           | 3   | _____ | _____   | Free Elective                    | 3   | _____ |

## MAJOR INFORMATION

- The total number of free electives required depends on the number of hours completed in STA (150 or 150B) and ENG (101 or 101P) and the number of hours that can be double-counted toward multiple degree requirements.
- MKT 465 is the capstone course for all Marketing majors. It is normally taken in the senior year.
- The Communication Studies Elective can be met by taking one of the following courses: CMM 302, 308, 315, 319, or 322.
- Multicultural or International additional university requirement met with International Business Elective.
- Digital MKT & Analytics Electives - MKT 430, MKT 344, JMC 241, JMC 383, MIS 300, MIS 340, or MIS 360.
- MKT 371 must be taken to meet the International Business requirement.
- Please check with advisor about course offerings. Not all classes will be offered every semester.

# MARKETING DIGITAL MARKETING & ANALYTICS

The Department of Marketing, MIS, and Entrepreneurship offers a Bachelor of Business Administration (BBA) degree in Marketing. Professionals who work in marketing aim to get and keep customers by determining and satisfying customer needs and wants in a diverse market. This is done by making sure the company has the right products and/or services and that these are correctly promoted, distributed, and priced. In the marketing program, you will learn how to be effective at personal selling, promotion development and execution, event coordination, customer experience design, supply chain management, analytics, market research, social media, digital marketing, and strategic planning. Marketing majors can choose to have an area of emphasis in Digital Marketing and Analytics or Sales.

| FALL SEMESTER      |                                |           |       | SPRING SEMESTER    |                                     |           |       |
|--------------------|--------------------------------|-----------|-------|--------------------|-------------------------------------|-----------|-------|
| CODE               | COURSE NAME                    | HRS       | GRADE | CODE               | COURSE NAME                         | HRS       | GRADE |
| FYS 100            | First Year Sem Crit Thinking   | 3         | _____ | ECN 250            | Principles of Microeconomics        | 3         | _____ |
| ENG 101            | Beginning Composition          | 3         | _____ | CMM 207            | Bus & Prof Communication            | 3         | _____ |
| STA 150            | Fundamentals of Statistics     | 3         | _____ | _____              | Core II Physical or Natural Science | 4         | _____ |
| STA 150L           | Fundamentals of Statistics Lab | 1         | _____ | _____              | Core II Fine Arts                   | 3         | _____ |
| PSY 201            | General Psychology (CT)        | 3         | _____ | _____              | Free Elective                       | 3         | _____ |
| MIS 200            | Bus Computer Applications      | 3         | _____ |                    |                                     |           |       |
| UNI 100            | Freshman First Class           | 1         | _____ |                    |                                     |           |       |
| <b>TOTAL HOURS</b> |                                | <b>17</b> |       | <b>TOTAL HOURS</b> |                                     | <b>16</b> |       |

Summer Term (optional):

| FALL SEMESTER      |                                 |           |       | SPRING SEMESTER    |                               |           |       |
|--------------------|---------------------------------|-----------|-------|--------------------|-------------------------------|-----------|-------|
| CODE               | COURSE NAME                     | HRS       | GRADE | CODE               | COURSE NAME                   | HRS       | GRADE |
| ACC 215            | Intro Financial Accounting (CT) | 3         | _____ | ACC 216            | Intro Managerial Accounting   | 3         | _____ |
| ECN 253            | Principles of Macroeconomics    | 3         | _____ | MGT 218            | Business Quantitative Methods | 3         | _____ |
| ENG 201            | Advanced Composition            | 3         | _____ | ENG 204            | Writing for the Workplace     | 3         | _____ |
| LE 207             | Legal Environment of Business   | 3         | _____ | _____              | Free Elective                 | 3         | _____ |
| _____              | CMM Studies Elective            | 3         | _____ | _____              | Core II Humanities            | 3         | _____ |
| <b>TOTAL HOURS</b> |                                 | <b>15</b> |       | <b>TOTAL HOURS</b> |                               | <b>15</b> |       |

Summer Term (optional):

| FALL SEMESTER      |                               |           |       | SPRING SEMESTER    |                                  |           |       |
|--------------------|-------------------------------|-----------|-------|--------------------|----------------------------------|-----------|-------|
| CODE               | COURSE NAME                   | HRS       | GRADE | CODE               | COURSE NAME                      | HRS       | GRADE |
| MKT 340            | MKT Concepts and Applications | 3         | _____ | MKT 341            | Integrated MKT Communications    | 3         | _____ |
| MKT 231            | Principles of Selling         | 3         | _____ | MKT 437            | Consumer Behavior                | 3         | _____ |
| MGT 320            | Principles of Management      | 3         | _____ | MKT 425            | Marketing Analytics              | 3         | _____ |
| FIN 323            | Principles of Finance         | 3         | _____ | _____              | Digital MKT & Analytics Elective | 3         | _____ |
| MIS 290            | Principles of MIS             | 3         | _____ | _____              | Free Elective                    | 3         | _____ |
| <b>TOTAL HOURS</b> |                               | <b>15</b> |       | <b>TOTAL HOURS</b> |                                  | <b>15</b> |       |

Summer Term (optional):

| FALL SEMESTER      |                        |           |       | SPRING SEMESTER    |                         |           |       |
|--------------------|------------------------|-----------|-------|--------------------|-------------------------|-----------|-------|
| CODE               | COURSE NAME            | HRS       | GRADE | CODE               | COURSE NAME             | HRS       | GRADE |
| MKT 442            | Marketing Research     | 3         | _____ | MKT 465            | Strategic Marketing     | 3         | _____ |
| MKT 400            | Social Media Marketing | 3         | _____ | MGT 460            | Strategic Management    | 3         | _____ |
| MKT 435            | Internet Marketing     | 3         | _____ | MKT 371            | International Marketing | 3         | _____ |
| _____              | Free Elective          | 3         | _____ | _____              | Free Elective           | 3         | _____ |
| _____              | Free Elective          | 3         | _____ |                    |                         |           |       |
| <b>TOTAL HOURS</b> |                        | <b>15</b> |       | <b>TOTAL HOURS</b> |                         | <b>12</b> |       |

Summer Term (optional):

Area of Emphasis

Major Requirement

College Requirement

General Education Requirement

Milestone Course: This is a key success marker for your major. See your advisor to discuss the importance of this course in your plan of study.

Area of Emphasis

Major Requirement

College Requirement

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# DIGITAL MARKETING AND ANALYTICS – 2024-2025

## INVOLVEMENT OPPORTUNITIES

- Join a business student organization like the student chapter of the American Marketing Association or Delta Sigma Pi
- Research professional organizations like the American Marketing Association
- Apply for Internships
- Participate in BERS (Business Economics Research Symposium)
- Practice job interviewing
- Join LinkedIn
- Get a Business Professionalism Certificate
- Meet with a faculty mentor

## RELATED MAJORS

- Management
- Marketing- Sales
- Public Relations
- Advertising
- Communications
- Entrepreneurship
- Statistics
- Graphic Design
- Psychology

## GRADUATION REQUIREMENTS

- Have a minimum of 120 credit hours (some colleges or majors require more);
- Have an overall and Marshall Grade Point Average of 2.00 or higher;
- Have an overall Grade Point Average of 2.00 or higher in the major area of study;
- Have earned a grade of C or better in English 201 or 201 H;
- Have met all major(s) and college requirements;
- Have met the requirements of the Core Curriculum;
- Have met the residence requirements of Marshall University, including 12 hours of 300/400 level coursework in the student's college (see section entitled "Residence Requirements" in the undergraduate catalogue);
- Be enrolled at Marshall at least one semester of the senior year;
- Have transferred no more than 72 credit hours from an accredited West Virginia two-year institution of higher education.

Colleges and specific programs may have unique requirements that are more stringent than those noted above. Students are responsible for staying informed about and ensuring that they meet the requirements for graduation.

## YEAR ONE



Have questions? Need to talk? You already have a Friend-At-Marshall ready to help you succeed. Find your FAM Peer Mentor here: [www.marshall.edu/fam](http://www.marshall.edu/fam)



Stay on the Herd Path and come to class! Class attendance is more important to your success than your high school GPA, your class standing, or your ACT/SAT scores.



In order to graduate on time, you need to take an average of 15 credits per semester. Are you on track? Take 15 to Finish!



Take a career self-assessment to help determine what majors fit your talents and interests and consider job shadowing opportunities.



Take a pulse check. Know what you need to do every year to keep your grants, scholarships, or federal financial aid.



Join or create a club or organization on campus about a particular issue you care about. Marshall has more than 200 student organizations.



Sign up for Handshake! Handshake is the #1 place to launch a career with no connections, experience, or luck required. The platform connects up-and-coming talent with 650,000+ employers.

## YEAR TWO



Are you completing enough credits to graduate on time? Dropping or failing a class can put you behind. Use summer terms to quickly get back on track.



Take a Community Based Learning (CBL) class that connects course content to the community. Stay engaged and make a difference.



Meet with a career education specialist to conduct a "gap analysis." Figure out the skills you'll need for the career you want while you still have time to build them.



Meet with your academic advisor at least one time each semester!



Did you do really well in a hard course? Become a Tutor or a Supplemental Instructor.



National Student Exchange: Study away for one semester and gain a different perspective. Choose from institutions across the US, US territories, or Canada.



Volunteer for causes that you are passionate about such as animal rescue, 5ks to support medical research, or mentoring local youth.

## YEAR THREE



Develop relationships with professors who can serve as future references by attending their office hours.



Consider joining a business-focused student organization to maximize your opportunities for networking and building leadership skills.



Are you on track to graduate? Meet with your advisor for your Junior Eval to make sure you know what requirements you have left.



Have you considered adding a minor? Think about personal areas of interest you'd like to explore or how you might enhance your major with a related skill set.



Networking is key! Attend a Career Expo to seek employment opportunities and network with employers in your field.



Talk to faculty about pursuing optional professional certifications like Google AdWords or Hubspot Inbound Marketing.

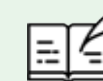


Join professional associations in your field, like the American Marketing Association.

## YEAR FOUR



Apply for graduation! It's finally here! Go online and complete your graduation application. Need help? See your advisor.



Consider the 3+2 program if you'd like to earn both your bachelor's and master's degrees in less time overall.



Check with your advisor to see if you qualify to graduate with honors.



Don't enter your field with zero experience! Secure an internship related to your field of study.



Earn your Business Professionalism Certificate by attending speaker events and skill workshops offered by the Lewis College of Business.



Attend Countdown to Commencement. This is a one stop shop for all things graduation at Marshall! Keep an eye out for this event.



Be at the top of your professional game! Prepare a final resume and practice your interview skills with a career coach in Career Education.

## TRANSFERABLE SKILLS ASSOCIATED WITH THIS MAJOR

- Persuasion
- Content Creation
- Project Management
- Research and Analysis
- Team Leadership
- Active Listening
- Critical Thinking
- Oral and Written Communication Skills
- Judgement and Decision Making
- Complex Problem Solving
- Coordination
- Strategy Development

## ASSOCIATED CAREERS

- Digital Marketing Manager
- Social Media Marketing Coordinator
- Marketing Communications Specialist
- Media Relations Coordinator
- Publicity Manager
- Account Executive
- Sales Director
- Logistics Manager
- Promotions Coordinator
- Market Researcher
- Product Developer
- Brand Manager

## POSSIBLE EMPLOYERS

- Amazon
- SWVA, Inc.
- City National Bank of WV
- West Virginia Tourism Office

This academic map is to be used as a guide in planning your coursework toward a degree. Due to the complexities of degree programs, it is unfortunate but inevitable that an error may occur in the creation of this document. The official source of degree requirements at Marshall University is DegreeWorks available in your myMU portal. Always consult regularly with your advisor.



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Brad D. Smith Undergraduate  
School of Business  
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