

# Bachelor of Business Administration in Digital Marketing

## 120 credits

### Program Description

The Bachelor of Business Administration in Digital Marketing covers the latest trends in online marketing applied to the business world and to the digital transformation of companies. The student will be trained to be able to achieve company objectives by executing a digital marketing plan, in addition to obtaining information about the audience and the industry through market research, maximizing the use of search engines. The historical evolution of the digital world and its different components are studied, including the integration of the most influential social networks today. The student will be able to integrate digital marketing tools as part of the marketing strategies, seeking to learn how to create profitable strategies, from planning, execution, analysis and optimization.

### Program Objectives

1. Demonstrate comprehension of digital marketing concepts and different trends at the global level.
2. Identify and explain the operation of digital platforms as work supports for marketing and brand communications.
3. Demonstrate knowledge of the planning process, implementation and monitoring of strategies and multi-platform digital marketing programs.
4. Compare and contrast technological convergence and cultural convergence.
5. Apply the skills and knowledge in digital marketing.

Program sequence will be available at the time of enrollment.

The language of instruction and program delivery modality are subject to availability.

Approved General Education Electives*		
Course	Title	Credits
SPAN 110	Elementary Spanish	3
REIL 101	Research and Information Literacy	3
BIOL 150	General Biology I	3
BIOL 151	General Biology II	3
COMM 205	Communication Theory	3
COMM 210	Legal and Ethical Aspects of Communications	3
HIDE 100	History of the Arts	3
HIDE 110	Representing Culture: Art & Artifact 1500-1850	3
HIST 273	History of the United States of America	3

### Program Curriculum

QYLE 110 or FYIS 101	Attitude Development and University Adaptation or Induction Seminar to University Life	3
General Education Courses		
Course	Title	Credits
Pick 2 GE* OR	Pick two (2) of the Approved General Education Electives OR	
SPAN 101-102 or SPAN 103-104 or SPAN 105-106	Introduction to Spanish Language - Basic Level Introduction to Spanish Language - Intermediate Level Introduction to Spanish Language - Advanced Level	6
ENGL 150-250 OR	English Composition I and II OR	
ENGL 101-102 or ENGL 103-104 or ENGL 105-106	Introduction to English Language - Basic Level Introduction to English Language - Intermediate Level Introduction to English Language - Advanced Level	6
MATH 112ON	College Algebra	3
SOSC 101-102 or SOSC 103 and PSYC 123	Introduction to Social Science I and II OR Introduction to Social Sciences (Compendium) AND General Psychology (Compendium)	6
SCIE 111-112	Integrated Science I and II	6
COIS 101	Introduction to Computers	3
HIST 101	Introduction to the Study of History	3
ENGL 340 OR	Research and Writing OR	3
SPAN 215	Writing and Composition	
COMM 140 OR	Effective Communication OR	3
ENGL 212	English Second Year Basic Level	
COMM 240 OR	Interpersonal Communication OR	3
ENGL 350	Conversational English	
HUMA 101-102	World Cultures I and II	6
		<b>Total 48</b>
Core / Professional Courses		
Course	Title	Credits
ACCO 111-112	Introduction to Accounting I and II	8
STAT 201	Introduction to Business Statistics	3
ECON 123	Introduction to Economics (Compendium)	3
ECON 325	Introduction to International Trade	3
MANA 125	Business Ethics	3
MANA 210	Management Theories	3
BUSI 204	Business Law	4
MARK 133	Principles of Marketing	3
FINA 202	Business Finance	3
QUME 250	Quantitative Methods	3
		<b>Total 36</b>
Major Courses		
Course	Title	Credits
MARK 240	Introduction to Search Engines Platforms	3
MARK 241	Social Media Marketing	3
MARK 242	Digital Marketing	3
MARK 320	Marketing Research	3
MARK 318	Content Marketing	3
MARK 251	Advertising and Promotion	3
MARK 425	Digital Marketing Forum	3
		<b>Total 21</b>
Major Electives (Select four courses – 12 credits)		
Course	Title	Credits
MARK 410	International Marketing	3
MARK 206	Consumer Behavior	3
MARK 311	Electronic Marketing	3
MARK 420	Product and Brand Management	3
MARK 400	Service Marketing	3
MARK 306	Sales	3
ENTR 360	Entrepreneurship	3
		<b>Total 12</b>
		<b>Total credits 120</b>