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

- Demonstrate comprehension of digital marketing concepts and different trends at the global level.
- Identify and explain the operation of digital platforms as work supports for marketing and brand communications.
- 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 110	Representing Culture: Art & Artifact 1500-1850	3	
HIST 273	History of the United States of America	3	

Program Curriculum

QYLE 110 or	Attitude Development and University Adaptation or	3
FYIS 101	Induction Seminar to University Life	<u> </u>
General Educatio		
Course	Title	Credits
Pick 2 GE* OR	Pick two (2) of the Approved General Education	
SPAN 101-102 or	Electives OR	6
SPAN 101-102 or SPAN 103-104 or	Introduction to Spanish Language - Basic Level Introduction to Spanish Language - Intermediate Level	U
SPAN 105-104 01 SPAN 105-106	Introduction to Spanish Language - Intermediate Level	
ENGL 150-250 OR	English Composition I and II OR	
	g	
ENGL 101-102 or	Introduction to English Language - Basic Level	6
ENGL 103-104 or	Introduction to English Language - Intermediate Level	
ENGL 105-106	Introduction to English Language - Advanced Level	
MATH 1120N	College Algebra	3
SOSC 101-102 or	Introduction to Social Science I and II OR	
SOSC 103 and	Introduction to Social Sciences (Compendium) AND	6
PSYC 123	General Psychology (Compendium)	
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	_
ENCL 242	Fundish Consul Very Basis Level	3
ENGL 212	English Second Year Basic Level	
COMM 240 OR	Interpersonal Communication OR	3
ENGL 350	Conversational English	3
HUMA 101-102	World Cultures I and II	6
110WA 101 102	Total	48
Core / Profession		
Course	Title	Credits
ACCO 111-112	Title Introduction to Accounting I and II	Credits 8
ACCO 111-112	Introduction to Accounting I and II	8
ACCO 111-112 STAT 201	Introduction to Accounting I and II Introduction to Business Statistics	8
ACCO 111-112 STAT 201 ECON 123	Introduction to Accounting I and II Introduction to Business Statistics Introduction to Economics (Compendium)	8 3 3
ACCO 111-112 STAT 201 ECON 123 ECON 325	Introduction to Accounting I and II Introduction to Business Statistics Introduction to Economics (Compendium) Introduction to International Trade	8 3 3 3
ACCO 111-112 STAT 201 ECON 123 ECON 325 MANA 125	Introduction to Accounting I and II Introduction to Business Statistics Introduction to Economics (Compendium) Introduction to International Trade Business Ethics	8 3 3 3
ACCO 111-112 STAT 201 ECON 123 ECON 325 MANA 125 MANA 210	Introduction to Accounting I and II Introduction to Business Statistics Introduction to Economics (Compendium) Introduction to International Trade Business Ethics Management Theories	8 3 3 3 3
ACCO 111-112 STAT 201 ECON 123 ECON 325 MANA 125 MANA 210 BUSI 204	Introduction to Accounting I and II Introduction to Business Statistics Introduction to Economics (Compendium) Introduction to International Trade Business Ethics Management Theories Business Law	8 3 3 3 3 4
ACCO 111-112 STAT 201 ECON 123 ECON 325 MANA 125 MANA 210 BUSI 204 MARK 133	Introduction to Accounting I and II Introduction to Business Statistics Introduction to Economics (Compendium) Introduction to International Trade Business Ethics Management Theories Business Law Principles of Marketing	8 3 3 3 3 4 3
ACCO 111-112 STAT 201 ECON 123 ECON 325 MANA 125 MANA 210 BUSI 204 MARK 133 FINA 202 QUME 250	Introduction to Accounting I and II Introduction to Business Statistics Introduction to Economics (Compendium) Introduction to International Trade Business Ethics Management Theories Business Law Principles of Marketing Business Finance	8 3 3 3 3 4 3 3
ACCO 111-112 STAT 201 ECON 123 ECON 325 MANA 125 MANA 210 BUSI 204 MARK 133 FINA 202 QUME 250 Major Courses	Introduction to Accounting I and II Introduction to Business Statistics Introduction to Economics (Compendium) Introduction to International Trade Business Ethics Management Theories Business Law Principles of Marketing Business Finance Quantitative Methods	8 3 3 3 3 4 3 3 3 3 3 3 3
ACCO 111-112 STAT 201 ECON 123 ECON 325 MANA 125 MANA 210 BUSI 204 MARK 133 FINA 202 QUME 250 Major Courses Course	Introduction to Accounting I and II Introduction to Business Statistics Introduction to Economics (Compendium) Introduction to International Trade Business Ethics Management Theories Business Law Principles of Marketing Business Finance Quantitative Methods Total	8 3 3 3 3 4 4 3 3 3 3 4 Credits
ACCO 111-112 STAT 201 ECON 123 ECON 325 MANA 125 MANA 210 BUSI 204 MARK 133 FINA 202 QUME 250 Major Courses Course MARK 240	Introduction to Accounting I and II Introduction to Business Statistics Introduction to Economics (Compendium) Introduction to International Trade Business Ethics Management Theories Business Law Principles of Marketing Business Finance Quantitative Methods Total Title Introduction to Search Engines Platforms	8 3 3 3 3 3 4 4 3 3 3 3 3 6 Credits
ACCO 111-112 STAT 201 ECON 123 ECON 325 MANA 125 MANA 210 BUSI 204 MARK 133 FINA 202 QUME 250 Major Courses Course MARK 240 MARK 241	Introduction to Accounting I and II Introduction to Business Statistics Introduction to Economics (Compendium) Introduction to International Trade Business Ethics Management Theories Business Law Principles of Marketing Business Finance Quantitative Methods Total Title Introduction to Search Engines Platforms Social Media Marketing	8 3 3 3 3 4 4 3 3 3 3 3 6 Credits
ACCO 111-112 STAT 201 ECON 123 ECON 325 MANA 125 MANA 210 BUSI 204 MARK 133 FINA 202 QUME 250 Major Courses Course MARK 240 MARK 241 MARK 242	Introduction to Accounting I and II Introduction to Business Statistics Introduction to Economics (Compendium) Introduction to International Trade Business Ethics Management Theories Business Law Principles of Marketing Business Finance Quantitative Methods Title Introduction to Search Engines Platforms Social Media Marketing Digital Marketing	8 3 3 3 3 3 4 4 3 3 3 3 3 6 Credits 3 3
ACCO 111-112 STAT 201 ECON 123 ECON 325 MANA 125 MANA 210 BUSI 204 MARK 133 FINA 202 QUME 250 Major Course MARK 240 MARK 241 MARK 242 MARK 320	Introduction to Accounting I and II Introduction to Business Statistics Introduction to Economics (Compendium) Introduction to International Trade Business Ethics Management Theories Business Law Principles of Marketing Business Finance Quantitative Methods Total Title Introduction to Search Engines Platforms Social Media Marketing Digital Marketing Marketing Research	8 3 3 3 3 4 4 3 3 3 3 3 6 Credits
ACCO 111-112 STAT 201 ECON 123 ECON 325 MANA 125 MANA 125 MANA 210 BUSI 204 MARK 133 FINA 202 QUME 250 Major Courses Course MARK 240 MARK 241 MARK 241 MARK 242 MARK 320 MARK 318	Introduction to Accounting I and II Introduction to Business Statistics Introduction to Economics (Compendium) Introduction to International Trade Business Ethics Management Theories Business Law Principles of Marketing Business Finance Quantitative Methods Total Title Introduction to Search Engines Platforms Social Media Marketing Digital Marketing Marketing Research Content Marketing	8 3 3 3 3 4 4 3 3 3 3 3 6 Credits 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3
ACCO 111-112 STAT 201 ECON 123 ECON 325 MANA 125 MANA 210 BUSI 204 MARK 133 FINA 202 QUME 250 Major Courses Course MARK 240 MARK 241 MARK 242 MARK 320 MARK 318 MARK 251	Introduction to Accounting I and II Introduction to Business Statistics Introduction to Economics (Compendium) Introduction to International Trade Business Ethics Management Theories Business Law Principles of Marketing Business Finance Quantitative Methods Total Title Introduction to Search Engines Platforms Social Media Marketing Digital Marketing Marketing Research Content Marketing Advertising and Promotion	8 3 3 3 3 4 4 3 3 3 6 Credits 3 3 3 3 3 3 3 3 3 3
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ACCO 111-112 STAT 201 ECON 123 ECON 325 MANA 125 MANA 210 BUSI 204 MARK 133 FINA 202 QUME 250 Major Courses Course MARK 240 MARK 241 MARK 241 MARK 320 MARK 320 MARK 318 MARK 251 MARK 425	Introduction to Accounting I and II Introduction to Business Statistics Introduction to Economics (Compendium) Introduction to International Trade Business Ethics Management Theories Business Law Principles of Marketing Business Finance Quantitative Methods Total Title Introduction to Search Engines Platforms Social Media Marketing Digital Marketing Marketing Research Content Marketing Advertising and Promotion Digital Marketing Forum	8 3 3 3 3 4 4 3 3 3 6 Credits 3 3 3 3 3 3 3 3 3 3
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ACCO 111-112 STAT 201 ECON 123 ECON 325 MANA 125 MANA 210 BUSI 204 MARK 133 FINA 202 QUME 250 Major Courses Course MARK 241 MARK 241 MARK 242 MARK 320 MARK 318 MARK 320 MARK 425 MARK 425 Major Electives (5 Course MARK 410	Introduction to Accounting I and II Introduction to Business Statistics Introduction to Economics (Compendium) Introduction to International Trade Business Ethics Management Theories Business Law Principles of Marketing Business Finance Quantitative Methods Total Title Introduction to Search Engines Platforms Social Media Marketing Digital Marketing Marketing Research Content Marketing Advertising and Promotion Digital Marketing Forum Total Select four courses – 12 credits) Title International Marketing	8 3 3 3 3 4 4 3 3 3 3 6 Credits 3 3 3 21 Credits 3
ACCO 111-112 STAT 201 ECON 123 ECON 325 MANA 125 MANA 125 MANA 210 BUSI 204 MARK 133 FINA 202 QUME 250 Major Courses Course MARK 240 MARK 241 MARK 242 MARK 320 MARK 318 MARK 251 MARK 251 MARK 425 Major Electives (\$ Course MARK 410 MARK 206	Introduction to Accounting I and II Introduction to Business Statistics Introduction to Economics (Compendium) Introduction to International Trade Business Ethics Management Theories Business Law Principles of Marketing Business Finance Quantitative Methods Title Introduction to Search Engines Platforms Social Media Marketing Digital Marketing Marketing Research Content Marketing Advertising and Promotion Digital Marketing Forum Total Select four courses – 12 credits) Title International Marketing Consumer Behavior	8 3 3 3 3 4 4 3 3 3 3 6 Credits 3 3 3 2 1 Credits 3 3
ACCO 111-112 STAT 201 ECON 123 ECON 325 MANA 125 MANA 125 MANA 210 BUSI 204 MARK 133 FINA 202 QUME 250 Major Courses Course MARK 240 MARK 241 MARK 241 MARK 241 MARK 245 MARK 320 MARK 318 MARK 251 MARK 425 MARK 426 MARK 426 MARK 410 MARK 410 MARK 206 MARK 311	Introduction to Accounting I and II Introduction to Business Statistics Introduction to Economics (Compendium) Introduction to International Trade Business Ethics Management Theories Business Law Principles of Marketing Business Finance Quantitative Methods Total Title Introduction to Search Engines Platforms Social Media Marketing Digital Marketing Marketing Research Content Marketing Advertising and Promotion Digital Marketing Forum Total Total Total Total Total Total Total Total Consumer Behavior Electronic Marketing	8 3 3 3 3 4 4 3 3 3 3 6 Credits 3 3 3 21 Credits 3 3 3
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ACCO 111-112 STAT 201 ECON 123 ECON 325 MANA 125 MANA 210 BUSI 204 MARK 133 FINA 202 QUME 250 Major Courses Course MARK 240 MARK 241 MARK 242 MARK 320 MARK 318 MARK 251 MARK 425 MARK 410 MARK 410 MARK 206 MARK 311 MARK 420 MARK 420 MARK 400	Introduction to Accounting I and II Introduction to Business Statistics Introduction to Economics (Compendium) Introduction to International Trade Business Ethics Management Theories Business Law Principles of Marketing Business Finance Quantitative Methods Total Title Introduction to Search Engines Platforms Social Media Marketing Digital Marketing Marketing Research Content Marketing Advertising and Promotion Digital Marketing Forum Total Select four courses – 12 credits) Title International Marketing Consumer Behavior Electronic Marketing Product and Brand Management Service Marketing	8 3 3 3 3 4 4 3 3 3 3 6 Credits 3 3 3 21 Credits 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3
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