

DIGITAL MARKETING & ANALYTICS (A.A.)

Required

- Business Core (30 sem. hrs.)
- Digital Marketing & Analytics Major (A.A.) Requirements (18 sem. hrs.)
- Associate of Arts - Digital Marketing & Analytics Major (A.A.)

Code	Title	Hours
Business Core Courses		
BUS 106	Introduction to Excel	3
BUS 207	Financial Accounting	3
BUS 208	Managerial Accounting	3
BUS 209	Corporate Financial Mgmt	3
BUS 231	Business Law	3
BUS 233	Principles of Marketing	3
BUS 234	TH1:CIT: Principles of Mgmt	3
ECON 203	FD:T1:Global Microeconomics	3
ECON 204	FD: Global Macroeconomics	3
ENG 102	Read/Writing Connections	3
Digital Marketing & Analytics Major Requirements		
BUS 309	DM:DV: Consumer Behavior	3
BUS 416	DM: Marketing Strategy	3
BUS 430	Digital Marketing	3
GD/COM 295	Graphic Design	3
Choose 2 courses below:		6
BUS 311	Marketing Research	
BUS 385	DV:Business Internship	
BUS 426	Sales Management	
Total Hours		48

- Need 60 credit hours to graduate with an AA degree from Walsh
- Not an option for Degree Completion Students