

# DIGITAL MARKETING & ANALYTICS (A.A.)

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## Required

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

Code	Title	Hours
<b>Business Core Courses</b>		
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
<b>Marketing Major Requirements</b>		
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	
<b>Total Hours</b>		<b>48</b>

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