

DIGITAL MARKETING & ANALYTICS (B.B.A.)

¹ An adult learner enrolled in the DSoB Degree Completion Program and matriculating through the Digital Campus is exempt from BUS 385 (<http://catalog.walsh.edu/search/?P=BUS%20385>).

Recommended

- A Global Learning (GL) experience (<http://catalog.walsh.edu/undergraduate/academic-services/#globallearning>)

Required

- General Education Requirements (<http://catalog.walsh.edu/undergraduate/general-education-curriculum/>)
- Internship
- Business Core Program (48 sem. hrs.)
- Marketing Major Requirements (27 sem. hrs.)

Business Core Program (48 hours)

An adult learner enrolled in the DSoB Degree Completion Program and matriculating through the Digital Campus is exempt from BUS 001 and BUS 002 .

Code	Title	Hours
BUS 001	Business Power Skills 1 ¹	0
BUS 002	Business Power Skills 2 ¹	0
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 232	FD: Business Statistics	3
BUS 233	Principles of Marketing	3
BUS 234	TH1:CIT: Principles of Mgmt	3
BUS 350	Intermediate Excel	3
BUS 360	H1:GL:DV:Cross-Cultural Mgmt	3
BUS 362	Management Information Sys	3
BUS 364	Business Research & Analytics	3
BUS 417	Operations Management	3
BUS 465	H3:GL:CIT:StrategicMgmtCapston	3
ECON 203	FD:T1:Global Microeconomics	3
ECON 204	FD: Global Macroeconomics	3
Digital Marketing and Analytics Major Requirements		
BUS 309	DM:DV: Consumer Behavior	3
BUS 311	Marketing Research	3
BUS 385	DV:Business Internship ¹	1-13
BUS 416	DM: Marketing Strategy	3
BUS 426	Sales Management	3
BUS 430	Digital Marketing (Previously Social Media)	3
BUS 436	Marketing Analytics	3
COM 175	Digital Creativity Application	3
COM/GD 295	Graphic Design	3
Total Hours		73-85