

PROGRAM OVERVIEW

The **Bachelor of Science in Digital Marketing** focuses on the foundational theories and strategic applications associated with retailing, promotion, consumer and market behavior, market research and statistics, accounting, computer applications, finance, business law, economics, and human resources, applicable within any organization. This program also provides a foundation for students to pursue graduate studies in a related field.

UNIVERSITY CORE (46 hrs.)

Specific courses within the University Core are listed in the University catalog, located at catalog.macu.edu.

Bible/Theology (12 hrs.)
Communication (9 hrs.)
U.S. History and Government (6 hrs.)
Science (6 hrs. plus 1 hr. of lab)
Math (3 hrs.)
Social Sciences (3hrs.)
Humanities (6 hrs.)

ELECTIVES (16 hrs.)

For a list of recommended electives, please refer to the University catalog, located at catalog.macu.edu.



MAJOR CORE (48 hrs.)

***ACCN 2103** Accounting I: Financial Accounting
***BUAD 1103** Intro to Business
***BUAD 2103** Business Software Applications
***MGMT 2303** Management Principles
***MKTG 2273** Marketing Principles
MKTG 3743 Global Marketing
MGMT 3323 Human Resource Administration
ECON 2503 Survey of Economics
BUAD 3323 Legal Environment of Business
ACCN 2203 Accounting II: Managerial Accounting
BUAD 3353 Global Business and Ethics
MGMT 3113 Management Information Systems
FINC 3403 Business Finance
MGMT 4203 Managing Teams
MKTG 4253 Marketing Analytics
MGMT 4413 Strategic Business

**Students who transfer in as a Junior can waive these courses.*

TOTAL REQUIRED HOURS: 122

Interested in learning more? *Contact us today!*

Phone: 888-888-2341

Email: enroll@macu.edu

WWW.MACU.EDU

