

MARKETING

DIGITAL MARKETING & ANALYTICS

REQUIREMENTS

CORE CURRICULUM The Core Curriculum is designed to foster critical thinking skills and introduce students to basic domains of thinking that transcend disciplines.The Core applies to all majors. Information on specific classes in the Core can be found at marshall.edu/gened.

CORE 1: CRITICAL THINKING

CODE	COURSE NAME		HRS	GRADE
FYS 100	First-Year Sem Crit Thinking	●	3	_____
PSY 201	Critical Thinking Course	● ■	3	_____
ACC 215	Critical Thinking Course	● ■	3	_____
Additional University Requirements				
ENG 204	Writing Intensive		3	_____
MGT 460	Writing Intensive		3	_____
_____	MC or I: International Business Elective		3	_____
MGT 460	Capstone		3	_____

CORE 2:

CODE	COURSE NAME		HRS	GRADE
ENG 101	Composition I	●	3	_____
ENG 201	Advanced Composition	●	3	_____
CMM 207	Bus & Prof Communication	● ■	3	_____
STA 150	Fundamentals of Statistics	● ■	3	_____
STA 150L	Fundamentals of Statistics Lab	● ■	1	_____
_____	Natural/Physical Science	●	4	_____
_____	Humanities	●	3	_____
PSY 201	General Psychology (CT)	● ■	3	_____
_____	Fine Arts	●	3	_____

COLLEGE

All business majors are required to take core business courses. They are as follows:

CODE	COURSE NAME		HRS	GRADE	CODE	COURSE NAME		HRS	GRADE
ENG 204	Writing for the Workplace	● ■	3	_____	MIS 200	Bus Computer Applications	■	3	_____
ACC 215	Accounting Principles (CT)	● ■	3	_____	MIS 290	Principles of MIS	■	3	_____
ACC 216	Principles of Accounting	■	3	_____	MGT 218	Business Statistics	■	3	_____
ECN 250	Principles of Microeconomics	■	3	_____	MGT 320	Principles of Management	■	3	_____
ECN 253	Principles of Macroeconomics	■	3	_____	MGT 460	Strategic Management	● ■	3	_____
FIN 323	Principles of Finance	■	3	_____	MKT 340	MKT Concepts and Applications	■	3	_____
LE 207	Legal Environment of Business	■	3	_____	_____	CMM Studies Elective	■	3	_____
					_____	International Business Elective	● ■	3	_____

MAJOR AND AREA OF EMPHASIS

Students who wish to major in Marketing with an area of emphasis in Digital Marketing & Analytics must take the following courses:

CODE	COURSE NAME		HRS	GRADE	CODE	COURSE NAME		HRS	GRADE
MKT 231	Principles of Selling	◆	3	_____	_____	Digital MKT & Analytics Elective	◆ ◆	3	_____
MKT 341	Integrated MKT Communications	◆	3	_____	_____	Digital MKT & Analytics Elective	◆ ◆	3	_____
MKT 437	Consumer Behavior	◆	3	_____	_____	Digital MKT & Analytics Elective	◆ ◆	3	_____
MKT 430	Digital Marketing Strategy	◆ ◆	3	_____	_____	Free Elective		3	_____
MKT 442	Marketing Research	◆	3	_____	_____	Free Elective		3	_____
MKT 400	Social Media Marketing or or 435	◆ ◆	3	_____	_____	Free Elective		3	_____
MKT 465	Strategic Marketing (C)	◆	3	_____	_____	Free Elective		3	_____
MKT 425	Marketing Analytics	◆ ◆	3	_____	_____	Free Elective		1	_____

MAJOR INFORMATION

- The total number of free electives required depends on the number of hours completed in STA (150 or 150B) and ENG (101 or 101P) and the number of hours that can be double-counted toward multiple degree requirements.
- MKT 465 is the capstone course for all Marketing majors. It is normally taken in the senior year.
- MGT 460 is the capstone course for all College of Business majors. It is normally taken in the graduating semester.
- The Communication Studies Elective can be met by taking one of the following courses: CMM 302, 308, 315, 319, or 322.
- Multicultural or International additional university requirement met with International Business Elective.
- Digital MKT & Analytics Electives - MKT 400 or 435 (if not taken already), MKT 344, JMC 241, 383, 385, MIS 300, 340, 350, 360. No more than 6 hours of Digital MKT & Analytics electives can be taken outside of the LCOB.
- The International Business Elective can be met by taking one of the following courses: ECN 408, 420, 421, 460, FIN 440, MGT 445, or MKT 371.
- Please check with advisor about course offerings. Not all classes will be offered every semester.

MARKETING

DIGITAL MARKETING & ANALYTICS

The Division of Marketing, MIS, and Entrepreneurship offers a Bachelor of Business Administration (BBA) degree in Marketing. Professionals who work in marketing aim to get and keep customers by determining and satisfying customer needs and wants in a diverse market. This is done by making sure the company has the right products and/or services and that these are correctly promoted, distributed, and priced. In the marketing program, you will learn how to be effective at personal selling, promotion development and execution, event coordination, customer experience design, supply chain management, analytics, market research, social media, digital marketing, and strategic planning. Marketing majors can choose to have an area of emphasis in Digital Marketing and Analytics or Sales.

YEAR ONE	FALL SEMESTER					SPRING SEMESTER				
	CODE	COURSE NAME		HRS	GRADE	CODE	COURSE NAME		HRS	GRADE
	FYS 100	First Year Sem Crit Thinking	●	3	_____	LE 207	Legal Environment of Business	■	3	_____
	ENG 101	English Composition I	●	3	_____	ECN 250	Principles of Microeconomics	■	3	_____
	STA 150	Fundamentals of Statistics	● ■	3	_____	CMM 207	Bus & Prof Communication	● ■	3	_____
	STA 150L	Fundamentals of Statistics Lab	● ■	1	_____	_____	Physical or Natural Science	●	4	_____
	PSY 201	General Psychology (CT)	● ■	3	_____	_____	Fine Arts	●	3	_____
	MIS 200	Bus Computer Applications	■	3	_____					
	UNI 100	Freshman First Class		1	_____					
	TOTAL HOURS			17		TOTAL HOURS			16	
Summer Term (optional):										

YEAR TWO	FALL SEMESTER					SPRING SEMESTER					
	CODE	COURSE NAME		HRS	GRADE	CODE	COURSE NAME		HRS	GRADE	
	ACC 215	Accounting Principles (CT)		3	_____	ACC 216	Principles of Accounting		3	_____	
	ECN 253	Principles of Macroeconomics		3	_____	MGT 218	Business Statistics		3	_____	
	 ENG 201	Advanced Composition		3	_____	ENG 204	Writing for the Workplace (WI)		3	_____	
	_____	Free Elective		3	_____	_____	Free Elective		3	_____	
	_____	CMM Studies Elective		3	_____	_____	Humanities		3	_____	
	TOTAL HOURS					15	TOTAL HOURS				
Summer Term (optional):											

YEAR THREE	FALL SEMESTER					SPRING SEMESTER				
	CODE	COURSE NAME		HRS	GRADE	CODE	COURSE NAME		HRS	GRADE
	 MKT 340	MKT Concepts and Applications		3	_____	 MKT 341	Integrated MKT Communications		3	_____
	 MKT 231	Principles of Selling		3	_____	MKT 437	Consumer Behavior		3	_____
	MGT 320	Principles of Management		3	_____	MKT 430	Digital Marketing Strategy	 	3	_____
	FIN 323	Principles of Finance		3	_____	_____	Digital MKT & Analytics Elective	 	3	_____
	MIS 290	Principles of MIS		3	_____	_____	Digital MKT & Analytics Elective	 	3	_____
	TOTAL HOURS				15	TOTAL HOURS				15
Summer Term (optional):										

YEAR FOUR	FALL SEMESTER					SPRING SEMESTER					
	CODE	COURSE NAME		HRS	GRADE	CODE	COURSE NAME		HRS	GRADE	
	MKT 442	Marketing Research	◆	3	_____	MKT 465	Strategic Marketing (C)	◆	3	_____	
	MKT 400	Social Media Marketing or	◆	3	_____	MGT 460	Strategic Management (C/WI)	●	3	_____	
	or 435	Internet Marketing	◆				International Business Elective	●	3	_____	
	MKT 425	Marketing Analytics	◆	3	_____		Free Elective		3	_____	
	_____	Digital MKT & Analytics Elective	◆	3	_____		Free Elective		1	_____	
	_____	Free Elective		3	_____						
	TOTAL HOURS					15	TOTAL HOURS				
Summer Term (optional):											

◆ Area of Emphasis

◆ Major Requirement

■ College Requirement

● General Education Requirement

◆ Area of Emphasis

◆ Major Requirement

■ College Requirement

● General Education Requirement

Milestone Course: This is a key success marker for your major. See your advisor to discuss the importance of this course in your plan of study.

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INVOLVEMENT OPPORTUNITIES

- Join a business student organization like the student chapter of the American Marketing Association, Alpha Kappa Psi, or Delta Sigma Pi
- Research professional organizations like the American Marketing Association
- Apply for Internships
- Participate in BERS (Business Economics Research Symposium)
- Practice job interviewing
- Join LinkedIn
- Get a Business Professionalism Certificate
- Meet with a faculty mentor

RELATED MAJORS

- Management
- Marketing- Sales
- Public Relations
- Advertising
- Communications
- Entrepreneurship
- Statistics
- Graphic Design
- Psychology

GRADUATION REQUIREMENTS

- Have a minimum of 120 credit hours (some colleges or majors require more);
- Have an overall and Marshall Grade Point Average of 2.00 or higher;
- Have an overall Grade Point Average of 2.00 or higher in the major area of study;
- Have earned a grade of C or better in English 201 or 201 H;
- Have met all major(s) and college requirements;
- Have met the requirements of the Core Curriculum;
- Have met the residence requirements of Marshall University, including 12 hours of 300/400 level coursework in the student's college (see section entitled "Residence Requirements" in the undergraduate catalogue);
- Be enrolled at Marshall at least one semester of the senior year;
- Have transferred no more than 72 credit hours from an accredited West Virginia two-year institution of higher education.

Colleges and specific programs may have unique requirements that are more stringent than those noted above. Students are responsible for staying informed about and ensuring that they meet the requirements for graduation.

DIGITAL MARKETING AND ANALYTICS – 2019-2020

YEAR ONE



Have questions? Need to talk? You already have a Friend-At-Marshall ready to help you succeed. Find your FAM Peer Mentor here: www.marshall.edu/fam



Stay on the Herd Path and come to class! Class attendance is more important to your success than your high school GPA, your class standing, or your ACT/SAT scores.



In order to graduate on time, you need to take an average of 15 credits per semester. Are you on track? Take 15 to Finish!



Take a career self-assessment to help determine what majors fit your talents and interests and consider job shadowing opportunities.



Take a pulse check. Know what you need to do every year to keep your grants, scholarships, or federal financial aid.



Join or create a club or organization on campus about a particular issue you care about. Marshall has more than 200 student organizations.



Attend an intercultural festival or event on campus or in town.

YEAR TWO



Are you completing enough credits to graduate on time? Dropping or failing a class can put you behind. Use summer terms to quickly get back on track.



Take a Community Based Learning (CBL) class that connects course content to the community. Stay engaged and make a difference.



Meet with a career education specialist to conduct a "gap analysis." Figure out the skills you'll need for the career you want while you still have time to build them.



Meet with your academic advisor at least one time each semester!



National Student Exchange: Study away for one semester and gain a different perspective. Choose from institutions across the US, US territories, or Canada.



Did you do really well in a hard course? Become a Tutor or a Supplemental Instructor.



Volunteer for causes that you are passionate about such as animal rescue, 5ks to support medical research, or mentoring local youth.

YEAR THREE



Develop relationships with professors who can serve as future references by attending their office hours.



Consider joining a business-focused student organization to maximize your opportunities for networking and building leadership skills.



Are you on track to graduate? Meet with your advisor for your Junior Eval to make sure you know what requirements you have left.



Have you considered adding a minor? Think about personal areas of interest you'd like to explore or how you might enhance your major with a related skill set.



Talk to faculty about pursuing optional professional certifications like Google AdWords or Hubspot Inbound Marketing.



Join professional associations in your field, like the American Marketing Association.



Networking is key! Attend a Career Expo to seek employment opportunities and network with employers in your field.

YEAR FOUR



Apply for graduation! It's finally here! Go online and complete your graduation application. Need help? See your advisor.



Consider the 3+2 program if you'd like to earn both your bachelor's and master's degrees in less time overall.



Check with your advisor to see if you qualify to graduate with honors.



Don't enter your field with zero experience! Secure an internship related to your field of study.



Earn your Business Professionalism Certificate by attending speaker events and skill workshops offered by the Lewis College of Business.



Attend Countdown to Commencement. This is a one stop shop for all things graduation at Marshall! Keep an eye out for this event.



Be at the top of your professional game! Prepare a final resume and practice your interview skills with a career coach in Career Education.

TRANSFERABLE SKILLS ASSOCIATED WITH THIS MAJOR

- Persuasion
- Content Creation
- Project Management
- Research and Analysis
- Team Leadership
- Active Listening
- Critical Thinking
- Oral and Written Communication Skills
- Judgement and Decision Making
- Complex Problem Solving
- Time Management
- Planning
- Monitoring
- Coordination
- Strategy Development

ASSOCIATED CAREERS

- Digital Marketing Manager
- Social Media Marketing Coordinator
- Marketing Communications Specialist
- Media Relations Coordinator
- Publicity Manager
- Account Executive
- Market Researcher
- Market Analyst
- Brand Manager

This academic map is to be used as a guide in planning your coursework toward a degree. Due to the complexities of degree programs, it is unfortunate but inevitable that an error may occur in the creation of this document. The official source of degree requirements at Marshall University is DegreeWorks available in your myMU portal. Always consult regularly with your advisor.



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