



MARKETING (BBA) - SPECIALTY: DIGITAL MARKETING AND PROMOTION
2019-2020 RECOMMENDED PROGRAM SEQUENCE (Full-time)
120 CREDITS

MKTG BBA (DMKS)

FRESHMAN YEAR							
Fall Semester			(15 credits)	Winter Semester			(15 credits)
ACES100	Achieving Career and Education Success	3		BITS211	Microcomputer Applications: Spreadsheet	3	
CISP111	Requirements Planning and Development	3		ENGL110	Advanced Composition	3	
COMM120	Presentation Techniques	3		MKTG211	Marketing Foundations	3	
ENGL109	Composition	3		SOSC201	Diversity in Society	3	
MATH125	Intermediate Algebra	3			Social Science Elective	3	
SOPHOMORE YEAR							
Fall Semester			(16 credits)	Winter Semester			(16 credits)
ACCT201	Accounting Foundations I	4		ACCT202	Accounting Foundations II	4	
CISP211	eBusiness Foundations	3		BUSN210	Professional Ethics	3	
MGMT211	Management Foundations	3		FINC211	Corporate Finance	3	
STAT220	Introduction to Statistics	3		LEGL210	Business Law Foundations	3	
	Humanities Elective	3		MKTG322	Digital Marketing	3	
JUNIOR YEAR							
Fall Semester			(15 credits)	Winter Semester			(15 credits)
DATA275	Introduction to Data Analytics	3		ECON201	Macroeconomics	3	
ECON200	Microeconomics	3		GPMT287	Principles of Project Management	3	
ENGL311	Professional Writing	3		MKTG310	Consumer Behavior	3	
MKTG212	Professional Selling	3		MKTG312	Digital Retailing	3	
MKTG214	Public Relations	3		MKTG320	Marketing of Services	3	
SENIOR YEAR							
Fall Semester			(15 credits)	Winter Semester			(13 credits)
BUSN489 or MKTG490	Field Experience in Business or Marketing BBA Internship	3		MKTG421	International Marketing	3	
MKTG324	Social Media Strategies	3		MKTG425	Search Engine Marketing and Analysis	3	
MKTG346	Digital Brand Engagement	3		MKTG440	Strategic Marketing	3	
MKTG412	Marketing Research	3			Open Electives	4	
	Open elective	3					

This information is subject to change and cannot be considered an agreement or contract between individual students and Davenport University. Refer to the current University catalog to confirm degree requirements.

Last Updated:

Finalized: 11/30 LG