

MARKETING (BBA) - SPECIALTY: MARKETING TECHNOLOGY
2018-2019 RECOMMENDED PROGRAM SEQUENCE (Full-time)
120 CREDITS

MKTG BBA (MTCS)

FRESHMAN YEAR					
Fall Semester			Winter Semester		
(15 credits)			(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			Winter Semester		
(16 credits)			(16 credits)		
ACCT201	Accounting Foundations I	4	ACCT202	Accounting Foundations II	4
CISP211	eBusiness Foundations	3	BUSN210	Professional Ethics	3
MGMT211	Management Foundations	3	DATA275	Introduction to Data Analytics	3
STAT220	Introduction to Statistics	3	LEGL210	Business Law Foundations	3
	Humanities Elective	3	MKTG322	Digital Marketing	3
JUNIOR YEAR					
Fall Semester			Winter Semester		
(15 credits)			(15 credits)		
CISP220	Web Page Applications	3	BITS301	Image Editing Applications	3
ECON200	Microeconomics	3	ECON201	Macroeconomics	3
ENGL311	Professional Writing	3	GPMT287	Principles of Project Management	3
FINC211	Corporate Finance	3	MKTG310	Consumer Behavior	3
MKTG212	Professional Selling	3	MKTG320	Marketing of Services	3
SENIOR YEAR					
Fall Semester			Winter Semester		
(15 credits)			(13 credits)		
BUSN489 or MKTG490	Field Experience in Business or Marketing BBA Internship	3	CISP303	Web Development	3
MKTG346	Digital Brand Engagement	3	MKTG421	International Marketing	3
MKTG412	Marketing Research	3	MKTG440	Strategic Marketing	3
MKTG425	Search Engine Marketing and Analytics	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: 10-27-2017; mgc

Finalized: MGC 12-7-17