

MARKETING (BBA)
SPECIALTY: DIGITAL MARKETING AND PROMOTION
2022-2023 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
MATH120 or MATH125	College Mathematics or 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.