

MARKETING, B.S. -SOCIAL MEDIA AND DIGITAL MARKETING

Course Work Required

Code	Title	Credits
MKG 181	Principles of Marketing	3
MKG 305	Integrated Marketing Communication	3
MKG 311	Marketing Research	3
MKG 313	Consumer Behavior	3
MKG 314	Topic: (Content Marketing)	3
MKG 381	Digital Marketing Tactics	3
MKG 382	Social Media Planning	3
MKG 383	Applied Digital Analytics	3
Select one additional MKG 300-level course		3