

Bachelor of Science in Business

Concentration: Digital Marketing

Total Credits: 120

Fall Term 1		12 credit hours	Hours	Notes
1st 8 weeks				
ENG 101	College Composition I Recommended College Composition		3	Prerequisites: Satisfactory score on the English skills assessment. Reading Proficiency.
BSA 131	Introduction to Business Lower Division Requirement		3	
2nd 8 weeks				
MAT 142	College Mathematics OR MAT 152 College Algebra Mathematics (MAT 141 or higher)		3	MAT 142 Prerequisite: MAT 092 or a satisfactory score on the mathematics skills assessment.
PHI 110	Critical Thinking in the Digital Age Recommended Lower Division Elective**		3	Prerequisites: Reading Proficiency.
Term hours subtotal			12	
Spring Term 1		12 credit hours	Hours	Notes
1st 8 weeks				
ENG 102	College Composition II OR ENG 236 Advanced Professional Writing in the Workplace Recommended College Composition		3	Prerequisites: ENG 101 or ENG 101A or ENG 103 or ENG 136. Reading Proficiency.
MGT 188	Competitor Differentiation OR MGT 231 Social Media Marketing OR MGT 240 Principles of Marketing OR MGT 280 Marketing Tactics and Techniques Recommended Lower Division Elective**		3	
2nd 8 weeks				
ECN 236	Principles of Economics - Micro Lower Division Requirement		3	
COM 100	Introduction to Human Communication Recommended Communication		3	Prerequisite: Reading Proficiency *Course is offered in multiple semesters and/or parts of term
Term hours subtotal			12	
Summer Term 1		6 credit hours	Hours	Notes
CSA 110	Introduction to Computer Information Systems Lower Division Requirement		3	*Course is offered in multiple semesters and/or parts of term for flexibility.
	Lower Division Elective**		3	
Term hours subtotal			6	
Fall Term 2		13 credit hours	Hours	Notes
1st 8 weeks				
ECN 232	Business Statistical Analysis Lower Division Requirement		3	Prerequisite: MAT 141 or satisfactory score on mathematics skills assessment.
ART 137	Adobe Photoshop I OR ART 139 Fundamentals of Video Editing OR ART 231 User Experience Design OR VGD 280 Game Design Documentation and Marketing Recommended Lower Division Elective*		3	
2nd 8 weeks				
BSA 237	Legal Environment of Business Recommended Lower Division Elective*		3	
GEO 212	Introduction to Meteorology Recommended Physical and Biological Science		4	
Term hours subtotal			13	
Spring Term 2		12 credit hours	Hours	Notes
1st 8 weeks				
ACC 131	Principles of Accounting I Lower Division Requirement		3	
ART 131	Graphic Design I OR ART 132 Graphic Design II OR ART 230 Graphic Design III OR ART 129 Digital Drawing and Painting OR ART 130 Web Design Recommended Lower Division Elective*		3	ART 131 Prerequisite: ART 112 (may be taken concurrently)
2nd 8 weeks				
FMA 134	Immersive Transmedia Storytelling OR FMA 108 Social Media Planning and Implementation OR FMA 116 The Business of Content Creation Recommended Lower Division Elective*		3	
ART 200	Art History: Paleolithic Period through the Late Middle Ages OR ART 201 Art History: Pre-Renaissance through the 21st Century Recommended Arts and Humanities		3	Prerequisite: ENG 101, ENG 101A, or ENG 103 *Course is offered in multiple semesters and/or parts of term for flexibility.
Term hours subtotal			12	
Summer Term 2		5 credit hours	Hours	Notes
SOC 101	Introduction to Sociology Recommended Social and Behavioral Sciences Lower Division Elective*		3	*Course is offered in multiple semesters and/or parts of term for flexibility.
Term hours subtotal			5	
Fall Term 3		12 credit hours	Hours	Notes
1st 8 weeks				
PHI 232	Business Ethics		3	Prerequisites: Reading Proficiency.

	Recommended Arts and Humanities		
	LDR 300 Fundamentals of Leadership Upper Division Requirement	3	Prerequisites: Program Admission. ACC 131, BSA 131, CSA 110, ECN 232, and ECN 236.
2nd 8 weeks			
	BSA 305 Principles of Finance Upper Division Requirement	3	Prerequisites: Program Admission. ACC 131, BSA 131, CSA 110, ECN 232, and ECN 236.
	MKT 310 Digital Marketing Landscape Concentration Requirement	3	Prerequisites: Program Admission. ACC 131, BSA 131, CSA 110, ECN 232, and ECN 236.
		Term hours subtotal	12
Spring Term 3	12 credit hours	Hours	Notes
Full Semester			
	BSA 394 Mentorship: Business Upper Division Requirement	3	Prerequisites: Program Admission. ACC 131, BSA 131, CSA 110, ECN 232, and ECN 236.
1st 8 weeks			
	MKT 320 Digital Audience Strategy Concentration Requirement	3	Prerequisites: Program Admission. ACC 131, BSA 131, CSA 110, ECN 232, and ECN 236.
2nd 8 weeks			
	BSA 300 Global Environment of Business Upper Division Requirement	3	Prerequisites: Program Admission. ACC 131, BSA 131, CSA 110, ECN 232, and ECN 236.
	BSA 360 Project Management Essentials Upper Division Requirement	3	Prerequisites: Program Admission. ACC 131, BSA 131, CSA 110, ECN 232, and ECN 236.
		Term hours subtotal	12
Summer Term 3	6 credit hours	Hours	Notes
	PSY 101 Introductory Psychology Recommended Social and Behavioral Sciences Lower Division Elective*	3	*Course is offered in multiple semesters and/or parts of term for flexibility.
		Term hours subtotal	6
Fall Term 4	12 credit hours	Hours	Notes
1st 8 weeks			
	MGT 340 Marketing Management Upper Division Requirement	3	Prerequisites: Program Admission. ACC 131, BSA 131, CSA 110, ECN 232, and ECN 236.
	MKT 410 Brand Strategy: Tactics and Digital Tools Concentration Requirement	3	Prerequisites: Program Admission. ACC 131, BSA 131, CSA 110, ECN 232, and ECN 236.
2nd 8 weeks			
	BSA 310 Logistics and Supply Chain Theory Upper Division Requirement	3	Prerequisites: Program Admission. ACC 131, BSA 131, CSA 110, ECN 232, and ECN 236.
	MKT 420 Neuromarketing and Social Media Management Concentration Requirement	3	Prerequisites: Program Admission. ACC 131, BSA 131, CSA 110, ECN 232, and ECN 236.
		Term hours subtotal	12
Spring Term 4	12 credit hours	Hours	Notes
Full Semester			
	BSA 496 Internship Capstone: Business Upper Division Requirement	3	Prerequisites: Program Admission. BSA 394.
1st 8 weeks			
	BSA 400 Business Policy and Strategic Planning Upper Division Requirement	3	Prerequisites: Program Admission. ACC 131, BSA 131, CSA 110, ECN 232, and ECN 236.
2nd 8 weeks			
	BSA 410 Business Analytics Upper Division Requirement	3	Prerequisites: Program Admission. ACC 131, BSA 131, CSA 110, ECN 232, and ECN 236.
	MKT 430 Digital Marketing Data and Analytics Concentration Requirement	3	Prerequisites: Program Admission. ACC 131, BSA 131, CSA 110, ECN 232, and ECN 236.
		Term hours subtotal	12
Summer Term 4	6 credit hours	Hours	Notes
	Lower Division Elective*	3	
	General Education Option Select any course from the general education categories/World Languages	3	*Course is offered in multiple semesters and/or parts of term for flexibility.
		Term hours subtotal	6
		Program Total	120

*Lower-Division Electives Note

Students must complete 29 credit hours of lower-division courses. All electives need to be 100-level or above. Students are encouraged to meet with an academic advisor to help them select the most appropriate courses.

Elective choices in the ART Department, Graphic Design program progression provide Graphic Design AAS students with an opportunity to continue on at Yavapai College and complete a related Baccalaureate degree.

Additional Note:

THR, DAN, PHE, and REC are limited to a total of 4 activity-based credit hours.

Practicums, internships, project classes, private/applied music lessons, and music ensembles are limited to a total of 6 credit hours.