Bachelor of Science in Business

Concentration: Digital Marketing Total Credits: 120

1st 8 weeks	hours	Hours	Notes
	Calliana Cananasitian I	2	
	College Composition I	3	Prerequisites: Satisfactory score on the English skills
	ded College Composition	3	assessment. Reading Proficiency.
BSA 131	Introduction to Business sion Requirement	3	
2nd 8 weeks	ion requirement		
	College Mathematics OR MAT 152 College Algebra	3	MAT 142 Prerequisite: MAT 092 or a satisfactory score on the
	cs (MAT 141 or higher)		mathematics skills assessment.
PHI 110	Critical Thinking in the Digital Age	3	Prerequisites: Reading Proficiency.
Recommen	ded Lower Division Elective**		
_	Term hours subtotal	12	
ing Term 1 12 credit	hours	Hours	Notes
1st 8 weeks			
ENG 102	College Composition II OR ENG 236 Advanced Professional Writing in the Workplace	3	Prerequisites: ENG 101 or ENG 101A or ENG 103 or ENG 130 Reading Proficiency.
Recommen	ded College Composition		
	Competitor Differentiation OR MGT 231 Social Media	3	
	Marketing OR MGT 240 Principles of Marketing OR MGT 280 Marketing Tactics and Techniques		
	ded Lower Division Elective**		
2nd 8 weeks	Dringinles of Economics Micro	1	
	Principles of Economics - Micro sion Requirement	3	
	Introduction to Human Communication	3	Prerequisite: Reading Proficiency
	ded Communication	3	*Course is offered in multiple semesters and/or parts of ter
	Term hours subtotal	12	coarse is one ca in manaple semesters and, or parts of ter
nmer Term 1 6 credit h		Hours	Notes
CSA 110	Introduction to Computer Information Systems	3	*Course is offered in multiple semesters and/or parts of ter
	sion Requirement		for flexibility.
	ision Elective**	3	- · · · · · · · · · · · · · · · · · · ·
	Term hours subtotal	6	
Term 2 13 credit	hours	Hours	Notes
1st 8 weeks			
ECN 232	Business Statistical Analysis	3	Prerequisite: MAT 141 or satisfactory score on mathematics
Lower Divis	sion Requirement		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	3	
	ded Lower Division Elective*		
2nd 8 weeks	Local Facility was and of Descious	3	
BSA 237	Legal Environment of Business ded Lower Division Elective*	3	
	Introduction to Meteorology	4	
	ded Physical and Biological Science	4	
		12	
ing Term 2 12 credit	Term hours subtotal	13	Notes
ing Term 2 12 credit			Notes
1st 8 weeks	hours	Hours	Notes
1st 8 weeks ACC 131	hours Principles of Accounting I		Notes
1st 8 weeks ACC 131	hours	Hours	
1st 8 weeks ACC 131 Lower Divis ART 131	Principles of Accounting I sion Requirement Graphic Design I OR ART 132 Graphic Design II OR ART 230 Graphic Design III OR ART 129 Digital Drawing and Painting OR	Hours 3	
1st 8 weeks ACC 131 Lower Divis ART 131	Principles of Accounting I sion Requirement 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	Hours 3	
1st 8 weeks ACC 131 Lower Divis ART 131 Recommen 2nd 8 weeks FMA 134	Principles of Accounting I sion Requirement 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 dded Lower Division Elective* Immersive Transmedia Storytelling OR FMA 108 Social Media Planning and Implementation OR FMA 116 The Business of Content Creation	Hours 3	
1st 8 weeks ACC 131 Lower Divis ART 131 Recommen 2nd 8 weeks FMA 134 Recommen	Principles of Accounting I sion Requirement 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 ded Lower Division Elective* Immersive Transmedia Storytelling OR FMA 108 Social Media Planning and Implementation OR FMA 116 The Business of Content Creation ded Lower Division Elective*	Hours 3 3	ART 131 Prerequisite: ART 112 (may be taken concurrently)
1st 8 weeks ACC 131 Lower Divis ART 131 Recommen 2nd 8 weeks FMA 134 Recommen ART 200	Principles of Accounting I ion Requirement 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 ded Lower Division Elective* Immersive Transmedia Storytelling OR FMA 108 Social Media Planning and Implementation OR FMA 116 The Business of Content Creation ded Lower Division Elective* Art History: Paleolithic Period through the Late Middle Ages OR ART 201 Art History: Pre-Renaissance through the 21st Century	3 3	
1st 8 weeks ACC 131 Lower Divis ART 131 Recommen 2nd 8 weeks FMA 134 Recommen ART 200	Principles of Accounting I sion Requirement 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 ded Lower Division Elective* Immersive Transmedia Storytelling OR FMA 108 Social Media Planning and Implementation OR FMA 116 The Business of Content Creation ded Lower Division Elective* Art History: Paleolithic Period through the Late Middle Ages OR ART 201 Art History: Pre-Renaissance through the 21st Century ded Arts and Humanities	3 3 3 3	ART 131 Prerequisite: ART 112 (may be taken concurrently) Prerequisite: ENG 101, ENG 101A, or ENG 103 *Course is offered in multiple semesters and/or parts of term for
1st 8 weeks ACC 131 Lower Divis ART 131 Recommen 2nd 8 weeks FMA 134 Recommen ART 200 Recommen	Principles of Accounting I sion Requirement 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 dded Lower Division Elective* Immersive Transmedia Storytelling OR FMA 108 Social Media Planning and Implementation OR FMA 116 The Business of Content Creation dded Lower Division Elective* Art History: Paleolithic Period through the Late Middle Ages OR ART 201 Art History: Pre-Renaissance through the 21st Century dded Arts and Humanities Term hours subtotal	Hours 3 3 3 1 12	ART 131 Prerequisite: ART 112 (may be taken concurrently) Prerequisite: ENG 101, ENG 101A, or ENG 103 *Course is offered in multiple semesters and/or parts of term for flexibility.
1st 8 weeks ACC 131 Lower Divis ART 131 Recommen 2nd 8 weeks FMA 134 Recommen ART 200 Recommen ART 200 Recommen	Principles of Accounting I sion Requirement 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 dded Lower Division Elective* Immersive Transmedia Storytelling OR FMA 108 Social Media Planning and Implementation OR FMA 116 The Business of Content Creation dded Lower Division Elective* Art History: Paleolithic Period through the Late Middle Ages OR ART 201 Art History: Pre-Renaissance through the 21st Century dded Arts and Humanities Term hours subtotal	Hours 3 3 3 4 12 Hours	ART 131 Prerequisite: ART 112 (may be taken concurrently). Prerequisite: ENG 101, ENG 101A, or ENG 103 *Course is offered in multiple semesters and/or parts of term for flexibility. Notes
1st 8 weeks ACC 131 Lower Divis ART 131 Recommen 2nd 8 weeks FMA 134 Recommen ART 200 Recommen ART 200 Recommen SOC 101	Principles of Accounting I sion Requirement 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 dded Lower Division Elective* Immersive Transmedia Storytelling OR FMA 108 Social Media Planning and Implementation OR FMA 116 The Business of Content Creation dded Lower Division Elective* Art History: Paleolithic Period through the Late Middle Ages OR ART 201 Art History: Pre-Renaissance through the 21st Century dded Arts and Humanities Term hours subtotal Tours Introduction to Sociology	Hours 3 3 3 1 12	ART 131 Prerequisite: ART 112 (may be taken concurrently). Prerequisite: ENG 101, ENG 101A, or ENG 103 *Course is offered in multiple semesters and/or parts of term for flexibility. Notes *Course is offered in multiple semesters and/or parts of term.
1st 8 weeks ACC 131 Lower Divis ART 131 Recommen 2nd 8 weeks FMA 134 Recommen ART 200 Recommen ART 201 Recommen SOC 101 Recommen	Principles of Accounting I sion Requirement 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 ded Lower Division Elective* Immersive Transmedia Storytelling OR FMA 108 Social Media Planning and Implementation OR FMA 116 The Business of Content Creation ded Lower Division Elective* Art History: Paleolithic Period through the Late Middle Ages OR ART 201 Art History: Pre-Renaissance through the 21st Century ded Arts and Humanities Term hours subtotal Indurs Introduction to Sociology ded Social and Behavioral Sciences	3 3 3 4 12 Hours 3	ART 131 Prerequisite: ART 112 (may be taken concurrently). Prerequisite: ENG 101, ENG 101A, or ENG 103 *Course is offered in multiple semesters and/or parts of term for flexibility. Notes
1st 8 weeks ACC 131 Lower Divis ART 131 Recommen 2nd 8 weeks FMA 134 Recommen ART 200 Recommen ART 201 Recommen SOC 101 Recommen	Principles of Accounting I ion Requirement 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 ided Lower Division Elective* Immersive Transmedia Storytelling OR FMA 108 Social Media Planning and Implementation OR FMA 116 The Business of Content Creation ided Lower Division Elective* Art History: Paleolithic Period through the Late Middle Ages OR ART 201 Art History: Pre-Renaissance through the 21st Century ided Arts and Humanities Term hours subtotal NOUTS Introduction to Sociology ided Social and Behavioral Sciences ision Elective*	Hours 3 3 3 4 12 Hours 3 2	ART 131 Prerequisite: ART 112 (may be taken concurrently). Prerequisite: ENG 101, ENG 101A, or ENG 103 *Course is offered in multiple semesters and/or parts of term for flexibility. Notes *Course is offered in multiple semesters and/or parts of term.
1st 8 weeks ACC 131 Lower Divis ART 131 Recommen 2nd 8 weeks FMA 134 Recommen ART 200 Recommen ART 200 Recommen SOC 101 Recommen Lower Divis	Principles of Accounting I ion Requirement 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 ded Lower Division Elective* Immersive Transmedia Storytelling OR FMA 108 Social Media Planning and Implementation OR FMA 116 The Business of Content Creation ded Lower Division Elective* Art History: Paleolithic Period through the Late Middle Ages OR ART 201 Art History: Pre-Renaissance through the 21st Century ded Arts and Humanities Term hours subtotal Introduction to Sociology ded Social and Behavioral Sciences ision Elective* Term hours subtotal	Hours 3 3 3 3 12 Hours 2 5	ART 131 Prerequisite: ART 112 (may be taken concurrently). Prerequisite: ENG 101, ENG 101A, or ENG 103 *Course is offered in multiple semesters and/or parts of term for flexibility. Notes *Course is offered in multiple semesters and/or parts of term for flexibility.
1st 8 weeks ACC 131 Lower Divis ART 131 Recommen 2nd 8 weeks FMA 134 Recommen ART 200 Recommen ART 201 Recommen SOC 101 Recommen	Principles of Accounting I ion Requirement 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 ded Lower Division Elective* Immersive Transmedia Storytelling OR FMA 108 Social Media Planning and Implementation OR FMA 116 The Business of Content Creation ded Lower Division Elective* Art History: Paleolithic Period through the Late Middle Ages OR ART 201 Art History: Pre-Renaissance through the 21st Century ded Arts and Humanities Term hours subtotal Introduction to Sociology ded Social and Behavioral Sciences ision Elective* Term hours subtotal	Hours 3 3 3 4 12 Hours 3 2	ART 131 Prerequisite: ART 112 (may be taken concurrently) Prerequisite: ENG 101, ENG 101A, or ENG 103 *Course is offered in multiple semesters and/or parts of term for flexibility. Notes *Course is offered in multiple semesters and/or parts of term

Recommended Arts and Humanities LDR 300 Fundamentals of Leadership Upper Division Requirement 2nd 8 weeks BSA 305 Principles of Finance Upper Division Requirement MKT 310 Digital Marketing Landscape	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	LCN 232, and LCN 230.
BSA 305 Principles of Finance Upper Division Requirement	3	
Upper Division Requirement		Prerequisites: Program Admission. ACC 131, BSA 131, CSA 110,
MKT 310 Digital Marketing Landscape		ECN 232, and ECN 236.
· · · · · · · · · · · · · · · · · · ·	3	Prerequisites: Program Admission. ACC 131, BSA 131, CSA 110,
Concentration Requirement		ECN 232, and ECN 236.
Term hours subtota	l 12	
Spring Term 3 12 credit hours	Hours	Notes
Full Semester		
BSA 394 Mentorship: Business	3	Prerequisites: Program Admission. ACC 131, BSA 131, CSA 110,
Upper Division Requirement		ECN 232, and ECN 236.
1st 8 weeks		
MKT 320 Digital Audience Strategy	3	Prerequisites: Program Admission. ACC 131, BSA 131, CSA 110,
Concentration Requirement		ECN 232, and ECN 236.
2nd 8 weeks		
BSA 300 Global Environment of Business	3	Prerequisites: Program Admission. ACC 131, BSA 131, CSA 110,
Upper Division Requirement		ECN 232, and ECN 236.
BSA 360 Project Management Essentials	3	Prerequisites: Program Admission. ACC 131, BSA 131, CSA 110,
Upper Division Requirement	. 12	ECN 232, and ECN 236.
Term hours subtota		
Summer Term 3 6 credit hours	Hours	
PSY 101 Introductory Psychology Recommended Social and Behavioral Sciences	3	*Course is offered in multiple semesters and/or parts of term
		for flexibility.
Lower Division Elective*	3	
Term hours subtota		Notice
Fall Term 4 12 credit hours	Hours	Notes
1st 8 weeks	3	Drawer visitees Drawers Adminster ACC 121 DCA 121 CCA 110
MGT 340 Marketing Management Upper Division Requirement	3	Prerequisites: Program Admission. ACC 131, BSA 131, CSA 110,
MKT 410 Brand Strategy: Tactics and Digital Tools	3	ECN 232, and ECN 236. Prerequisites: Program Admission. ACC 131, BSA 131, CSA 110
Concentration Requirement	3	ECN 232, and ECN 236.
2nd 8 weeks		ECIN 232, and ECIN 230.
BSA 310 Logistics and Supply Chain Theory	3	Prerequisites: Program Admission. ACC 131, BSA 131, CSA 110
Upper Division Requirement	3	ECN 232, and ECN 236.
MKT 420 Neuromarketing and Social Media Management	3	Prerequisites: Program Admission. ACC 131, BSA 131, CSA 110
Concentration Requirement	J	ECN 232, and ECN 236.
Term hours subtota	1 12	2017 202) dilid 2017 2001
Spring Term 4 12 credit hours	Hours	Notes
Full Semester	Hours	110.003
BSA 496 Internship Capstone: Business	3	Prerequisites: Program Admission. BSA 394.
Upper Division Requirement		
1st 8 weeks		
BSA 400 Business Policy and Strategic Planning	3	Prerequisites: Program Admission. ACC 131, BSA 131, CSA 110
Upper Division Requirement		ECN 232, and ECN 236.
2nd 8 weeks		
BSA 410 Business Analytics	3	Prerequisites: Program Admission. ACC 131, BSA 131, CSA 110
Upper Division Requirement		ECN 232, and ECN 236.
MKT 430 Digital Marketing Data and Analytics	3	Prerequisites: Program Admission. ACC 131, BSA 131, CSA 110
Concentration Requirement		ECN 232, and ECN 236.
Term hours subtota	1 12	
Summer Term 4 6 credit hours	Hours	Notes
Lower Division Elective*	3	
General Education Ontion	3	*Course is offered in multiple semesters and/or parts of term
General Education Option		for flexibility.
Select any course from the general education categories/World Languages		TOT TIEARDITTY.
·	1 6	ioi nexibility.
Select any course from the general education categories/World Languages	1 6	TOT TRANSPILLY.

*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.