

# BUSINESS ANALYTICS - DIGITAL MARKETING EMPHASIS REQUIREMENTS (BBA)

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Code	Title	Units
<b>Required Courses (18 units)</b>		
ITSCM 180	INTRODUCTION TO PROGRAMMING FOR BUSINESS APPLICATIONS	3
ITSCM 230	INTRODUCTION TO BUSINESS ANALYTICS	3
ITSCM 314	DATABASE DESIGN AND ADMINISTRATION	3
ECON 345	ECONOMETRICS	3
or STAT 342	APPLIED STATISTICS	
ITSCM 384	APPLIED DATA MINING & ARTIFICIAL INTELLIGENCE FOR BUSINESS	3
or ITSCM 414	TEXT MINING & GENERATIVE AI	
ITSCM 410	BUSINESS PROCESS ANALYTICS & MANAGEMENT	3
<b>Elective Courses (9 units)</b>		<b>9</b>
Select nine units from the following:		
MARKETNG 351	INTRODUCTION TO DIGITAL MARKETING	
MARKETNG 352	SOCIAL MEDIA AND CONTENT MARKETING	
MARKETNG 353	ADVANCED DIGITAL MARKETING AND ARTIFICIAL INTELLIGENCE	
MARKETNG 493D		
<b>Total Units</b>		<b>27</b>