

BUSINESS ANALYTICS - MARKETING EMPHASIS REQUIREMENTS (BBA)

Code	Title	Units
Required Courses (18 units)		
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
Elective Courses (9 units)		9
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 445	MARKETING ANALYTICS AND ARTIFICIAL INTELLIGENCE	
MARKETNG 493D		
Total Units		27