

MARKETING - DIGITAL MARKETING AND ARTIFICIAL INTELLIGENCE EMPHASIS REQUIREMENTS (BBA)

Code	Title	Units
Major Requirements - 24 units ¹		
MARKETNG 212	PRINCIPLES OF SELLING	3
MARKETNG 321	MARKETING RESEARCH	3
MARKETNG 350	MARKETING COMMUNICATIONS AND ARTIFICIAL INTELLIGENCE	3
MARKETNG 351	INTRODUCTION TO DIGITAL MARKETING	3
MARKETNG 352	SOCIAL MEDIA AND CONTENT MARKETING	3
MARKETNG 353	ADVANCED DIGITAL MARKETING AND ARTIFICIAL INTELLIGENCE	3
MARKETNG 479	CAPSTONE IN STRATEGIC MARKETING	3
Select 3 units from:		3
ITSCM 285	AI-POWERED WEB DESIGN	
MARKETNG 337	RETAIL MANAGEMENT	
MARKETNG 360	ENTREPRENEURIAL MARKETING	
MARKETNG 361	INTERNATIONAL MARKETING	
MARKETNG 370	EXPERIENTIAL MARKETING	
MARKETNG 371	SPORTS MARKETING	
MARKETNG 372	SERVICES MARKETING	
MARKETNG 400	INNOVATION AND TECHNOLOGY MARKETING	
MARKETNG 412	BUSINESS TO BUSINESS MARKETING	
MARKETNG 420	CONSUMER BEHAVIOR	
MARKETNG 431	SALES MANAGEMENT	
MARKETNG 442	LOGISTICS	
MARKETNG 444	OMNICHANNEL MARKETING	
MARKETNG 445	MARKETING ANALYTICS AND ARTIFICIAL INTELLIGENCE	
MARKETNG 450	SALES NEGOTIATION AND CONFLICT RESOLUTION	
MARKETNG 460	ADVANCED SALES	
MARKETNG 465	SALES TEAM PRACTICUM	
MARKETNG 491	TRAVEL STUDY	
MARKETNG 493	INTERNSHIP IN MARKETING ¹	
MARKETNG 494	MARKETING SEMINAR	
MARKETNG 496	SPECIAL STUDIES	
MARKETNG 497	EXCHANGE STUDY	
MARKETNG 498	INDEPENDENT STUDY IN MARKETING	
Total Units		24

¹ Minimum 2.50 GPA in the major required for graduation. Maximum of 2 transfer courses and 3 units of independent study (498) allowed.