

# APPLIED ARTS AND SCIENCES – DIGITAL MARKETING EMPHASIS REQUIREMENTS (BAAS)

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## Digital Marketing

Code	Title	Units
<b>Required Courses</b>		
MARKETNG 211	PRINCIPLES OF MARKETING	3
MARKETNG 351	INTRODUCTION TO DIGITAL MARKETING	3
MARKETNG 353	ADVANCED DIGITAL MARKETING AND ARTIFICIAL INTELLIGENCE	3
<b>Select 3 units from:</b>		<b>3</b>
MARKETNG 352	SOCIAL MEDIA AND CONTENT MARKETING	
MARKETNG 444	OMNICHANNEL MARKETING	
MARKETNG 493	INTERNSHIP IN MARKETING	
MARKETNG 498	INDEPENDENT STUDY IN MARKETING	
<b>Total Units</b>		<b>12</b>