

# DIGITAL MARKETING FOR NON-BUSINESS STUDENTS

| Code                                | Title                                 | Hours     |
|-------------------------------------|---------------------------------------|-----------|
| <b>Required Course in Economics</b> |                                       |           |
| <i>Select on of the following:</i>  |                                       | <b>3</b>  |
| ECON 1200                           | Principles Of Microeconomics          |           |
| MIME 2600                           | Engineering Economics                 |           |
| <b>Required Business Classes:</b>   |                                       | <b>12</b> |
| BUAD 3010                           | Principles Of Marketing               |           |
| MKTG 3280                           | Digital Marketing                     |           |
| MKTG 3380                           | Digital Content Development           |           |
| MKTG 3480                           | Digital Marketing Tools and Analytics |           |
| <b>Total Hours</b>                  |                                       | <b>15</b> |

- PLO 1: Ethics and Social Responsibility – Each student can analyze and resolve ethical issues in decision-making and recognize their impact on the larger community\\n
- PLO 2: Innovation and Creativity – Each student can examine problems, opportunities, relationships, and situations from different and unique perspectives and develop creative solutions.\\n
- PLO 3: Critical Thinking and Analysis – Each student can think critically to identify problems, research, analyze and make sound inferences from and use effective problem-solving and decision-making techniques.\\n
- PLO 4: Business Acumen – Each Student can identify, interpret, evaluate, and suggest solutions within the legal, global, financial, marketing, and operational dimensions of business\\n
- PLO 5: Technology – Each student can understand and utilize current and emerging technology to improve business competitiveness and personal productivity\\n
- PLO 6: Professionalism – Each student can demonstrate effective oral and written communication, interpersonal collaboration, responsibility, accountability and professional behavior\\n
- PLO 7: Leadership – Each student can practice reflective thinking to assess personal strengths and challenges and can formulate strategies for lifetime development of leadership competencies\\n