DIGITAL MARKETING FOR NON-BUSINESS STUDENTS

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

- 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