

BBA DIGITAL MARKETING

Contact: Irena Pentina

The digital marketing specialization provides students with the managerial and technical skills for successful careers in the networked economy including Web design and maintenance as well as a study of business intelligence management in an e-commerce environment, including the use of data mining and warehousing tools for market analysis and business decision supports. These competencies are essential for business professionals in fields such as marketing, financial services, international business, purchasing, information systems, operations management and professional sales.

Code	Title	Hours
Required Courses		
EBUS 3090	Doing Business Digitally	3
EBUS 3180	Web Design and Data Analytics	3
EBUS 4040	Digital Business Intelligence	3
EBUS 4150	Social Media Marketing	3
Electives		
Select one of the following career tracks:		9
<i>Digital Technology Track</i>		
INFS 3380	Web Application Development I	
INFS 3780	Enterprise Wide Information Systems Management	
Select INFS 3240 when available or an INFS major elective.		
<i>Digital Marketing Applications Track</i>		
MKTG 3280	Internet Marketing	
Select two of the following:		
MKTG 3260	Mobile Marketing	
MKTG 4980	Special Topics	
MKTG 4940	Marketing Internship	
Total Hours		21

Early admission/bridge program – BBA-MBA

Undergraduate students accepted in the BBA-MBA option will be admitted to the MBA program and allowed to complete up to three **graduate level classes** (nine credit hours) during their final academic year of **undergraduate studies**. Students admitted into the pipeline program must apply for admission to the College of Graduate Studies for the semester that they intend to matriculate. They will then continue in the MBA program upon completion of the undergraduate degree requirements. The graduate coursework (up to nine hours) may be applied **to completion of both undergraduate and MBA degree requirements**. The following provisions apply for classes taken for graduate credit: 1) graduate classes taken at The University of Toledo only after the student is accepted in the MBA joint program, 2) only BUAD 6100, BUAD 6300, BUAD 6400, BUAD 6500, BUAD 6800 may be included in the approved nine semester hours of graduate credit taken as an undergraduate. 3) Up to 9 credit hours of graduate business courses can be used toward the 3000/4000-level business electives or extra hours toward their BBA.

However, they may not count any of those 9 credit hours toward any specific undergraduate major or minor requirements, nor may they

count toward any required undergraduate business core requirements (i.e., no BUAD-designated courses). Students must have at the time of application 1) a minimum of 3.0 cumulative undergraduate grade point average that will include undergraduate credits earned at other institutions and transferred to UT, 2) undergraduate advisor's approval, and 3) graduate advisor's approval. Students interested in the joint BBA / MBA program must submit 1) a letter of interest, 2) a completed graduate admission application, 3) at least 2 letter(s) of recommendation from faculty members. After successful completion of the application process, students will apply to the graduate program.

Below is a sample plan of study. Please see pre-business/lower division requirements BBA plan (<http://utoledo-public.courseleaf.com/undergraduate/business-innovation/bachelor-business-administration-bba/#text>) for terms one through four and additional information. Consult your degree audit for your program requirements.

Accrediting Body: Association to Advance Collegiate Schools of Business (AACSB) International.

First Term		Hours
BUAD 1000	Orientation For Business Students	1
BUAD 1010	Introduction To Business	3
ENGL 1110	College Composition I	3
MATH 1730	Calculus with Applications to Business and Finance	5
ECON 1150	Principles Of Macroeconomics	3
Hours		15
Second Term		
BUAD 1020	Micro-Computer Applications In Business	3
ENGL 2960	Professional and Business Writing	3
ECON 1200	Principles Of Microeconomics	3
Natural Sciences Core ¹		3
Natural Sciences Laboratory ¹		1
Arts/Humanities Core ¹		3
Hours		16
Third Term		
BUAD 2000	Career Development I	1
BUAD 2020	Information Technology Management	3
BUAD 2030	Executive Communication Essentials	3
BUAD 2040	Financial Accounting Information	3
BUAD 2060	Business Statistics	3
Natural Sciences Core ¹		3
Hours		16
Fourth Term		
BUAD 2050	Accounting For Business Decision-Making	3
BUAD 2070	Business Analytics	3
BUAD 2080	Global Environment Of Business	3
U.S. Diversity Core ¹		3
Social Sciences Core ¹		3
Hours		15
Fifth Term		
BUAD 3000	Career Development II	1

BUAD 3010	Principles Of Marketing	3
BUAD 3020	Principles Of Manufacturing And Service Systems	3
BUAD 3030	Managerial And Behavioral Processes In Organizations	3
BUAD 3040	Principles Of Financial Management	3
Arts/Humanities Core ¹		3
Hours		16
Sixth Term		
BUAD 3470	The Legal And Ethical Environment Of Business	3
EBUS 3090	Doing Business Digitally	3
MKTG or INFS Career Track Major Elective ³		3
Minor/Business Elective ²		3
Minor/Business Elective ²		3
Hours		15
Seventh Term		
EBUS 3180	Web Design and Data Analytics	3
EBUS 4040	Digital Business Intelligence	3
MKTG or INFS Career Track Major Elective ³		3
Core Elective ¹		3
Non-US Diversity		3
Hours		15
Eighth Term		
BUAD 4020	Senior Business Policy Forum	3
EBUS 4150	Social Media Marketing	3
MKTG or INFS Career Track Major Elective ³		3
Minor/Business Elective ²		3
Hours		12
Total Hours		120

Professionalism – Each student can demonstrate effective oral and written communication, interpersonal collaboration, responsibility, accountability and professional behavior

Leadership – Each student can practice reflective thinking to assess personal strengths and challenges and can formulate strategies for lifetime development of leadership competencies

¹ Select from approved University core course work, see degree audit for course selection.

² Minor elective or 3000/4000 level Business elective if no Business minor is selected.

³ Select between Digital Technology Track (INFS) or Digital Marketing Applications Track (MKTG). See degree audit for course selection.

Ethics and Social Responsibility – Each student can analyze and resolve ethical issues in decision-making and recognize their impact on the larger community

Innovation and Creativity – Each student can examine problems, opportunities, relationships, and situations from different and unique perspectives and develop creative solutions.

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.

Business Acumen – Each Student can identify, interpret, evaluate, and suggest solutions within the legal, global, financial, marketing, and operational dimensions of business

Technology – Each student can understand and utilize current and emerging technology to improve business competitiveness and personal productivity