



Department of Marketing
Bachelor of Science in Business
Marketing Management Major
Major Concentration: Digital Marketing Strategy
For students graduating in calendar year 2020

University Policy 91 requires a student to make satisfactory academic progress towards a degree, see Footnote 1, in order to remain enrolled in the institution. Students are responsible for reading and understanding Policy 91, in accordance with Pamplin Policies (<http://www.pamplin.vt.edu/undergraduate-programs/advising/academic-policies/>)

FRESHMAN YEAR (32 semester hours required)

ACIS 1504 Introduction to Business Analytics and Business Intelligence^{1,2}
 ENGL 1105-1106 Freshman English or COMM 1015-1016 COMM Skills⁴ (Area 1)
 MATH 1525-1526 Elementary Calculus with Matrices^{1,2,3}(Area 5)
 Scientific Reasoning and Discovery (Area 4)
 PSYC 1004 OR SOC 1004 Intro. to Psychology or Sociology
 Free Electives⁵
 Free Electives⁵

F	SP
3 _____	
3 _____	3 _____
3 _____	3 _____
3 _____	3 _____
3 _____	6 _____
1 _____	1 _____

SOPHOMORE YEAR (33 Semester Hours Required)

ACIS 2115-2116 Principles of Accounting^{1,2}
 BIT 2405-2406 Quantitative Methods^{1,2}
 ECON 2005-2006 Principles of Economics (Area 3)^{1,2}
 Ideas, Cultural Traditions, and Values (Area 2)
 COMM 2004 Public Speaking or if COMM 1015-6 completed,
 then Free Elective⁴
 Free Electives (at least one hour of which must be an Area 6 course)⁵

F	SP
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3 _____	3 _____
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JUNIOR YEAR (30 Semester Hours Required)

MGT 3304 Management Theory & Leadership Practice²
 # MKTG 3104 Marketing Management^{2,6}
 # MKTG 4154 Marketing Research (Pre: BIT 2405, 2406, Co: 3104)
 # BIT 3414 Production and Operations Management²
 # FIN 3104 Introduction to Finance²
 # FIN 3054 Legal and Ethical Environment of Business² or
 # FIN 3074 Legal, Ethical, and Financing Issues for Entrepreneurs²
 # Marketing Major Required Courses (as indicated below)
 # MKTG 4204 Consumer Behavior (Pre: 3104; Co: 4554)
 # MKTG 4554 Buyer-Seller Relationships (Pre: 3104; Co: 4204)
 # MKTG 4604 Retail Management (Pre: 3104)
 Free Electives⁵

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SENIOR YEAR (30 Semester Hours required) (as indicated below)

Digital Marketing Strategy Concentration Required Courses

F	SP
3 _____	3 _____

Digital Marketing Strategy Concentration Elective Courses (as indicated on next page)

3 _____	3 _____
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Marketing Major Required Courses

9 _____	3 _____
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MGT 4394 Business Policy and Strategy²

Free Elective

	3 _____
	3 _____

MARKETING MAJOR REQUIRED COURSES

(Pre: MKTG 3104 required for all MKTG courses listed below)

MKTG 4154 Marketing Research (Pre: BIT 2405 or STAT 3005; BIT 2406, Co: 3104)
 # MKTG 4204 Consumer Behavior (Pre: 3104)
 # MKTG 4304 Marketing Communications (Pre: 3104, 4204)
 # MKTG 4554 Buyer-Seller Relationships (Pre: MKTG 3104; Co: 4204)
 # MKTG 4354 Marketing Channels and Logistics (Pre: 3104, 4204; BIT 2405 or STAT 3005; BIT 2406)
 # MKTG 4644 Marketing Society, and Public Interest (Pre: 3104)
 # MKTG 4754 Strategic Marketing (satisfies in-major writing intensive requirement) ***

***NOTE: MKTG 4754 must be taken during your last semester. MKTG 3104, 4154, 4204, and two of MKTG 4554, 4254, and 4264 must be completed before taking MKTG 4754; the third can be completed concurrently.

DIGITAL MARKETING STRATEGY CONCENTRATION REQUIREMENTS

MKTG 4254 Product and Price Management (Pre: 3104, 4154, 4204)
 # MKTG 4264 Analytics for Marketing (Pre: 3104, 4204)
 # MKTG 4604 Retail Management (Pre: 3104)

DIGITAL MARKETING STRATEGY CONCENTRATION ELECTIVE COURSES (Select SIX HOURS from the following):

MKTG 4404 Field Practicum in Marketing (Pre: 3104)
 # MKTG 4974 Independent Study (by arrangement only)
 ART 4534: TOPICS IN APPLIED ART AND DESIGN STUDIO
 ART 4504: TOPICS IN MULTIMEDIA STUDIO
 BIT 3424: INTRODUCTION TO BUSINESS ANALYTICS MODELING
 BIT 3434: ADVANCED MODELING FOR BUSINESS ANALYTICS
 BIT 3444: ADVANCED BUSINESS COMPUTING AND APPLICATIONS
 BIT 4444: WEB-BASED DECISION SUPPORT SYSTEMS
 BIT 4454: BUSINESS ANALYSIS SEMINAR IN IT
 BIT 4474: GLOBAL OPERATIONS AND INFORMATION TECHNOLOGY
 BIT 4514: DATABASE TECHNOLOGY FOR BUSINESS
 BIT 4524: SYSTEMS DEVELOPMENT
 BIT 4534: VISUAL INTERFACE DESIGN FOR DECISION SUPPORT
 BIT 4544: ADVANCED METHODS IN BUSINESS ANALYTICS
 BIT 4554 (ACIS 4554): NETWORKS AND TELECOMMUNICATIONS IN BUSINESS
 BIT 4574: ADVANCED NETWORKING FOR BUSINESS
 BIT 4594 (ACIS 4594): ELECTRONIC COMMERCE SYSTEMS
 CHE 4144 (MKTG 4144): BUSINESS AND MARKETING STRATEGIES FOR THE PROCESS INDUSTRIES
 COMM 4264: SOCIAL MEDIA THEORY & PRACTICE
 COMM 4374: NEW COMMUNICATIONS TECHNOLOGY
 COMM 3064: PERSUASION
 COMM 3124: INTERPERSONAL COMMUNICATION
 CS 3634 (CMDA 3634): COMPUTER SCIENCE FOUNDATIONS FOR COMPUTATIONAL MODELING & DATA ANALYTICS
 CS 3654 (CMDA 3654) (STAT 3654): INTRODUCTORY DATA ANALYTICS & VISUALIZATION
 CS 3704: INTERMEDIATE SOFTWARE DESIGN AND ENGINEERING
 CS 3714: MOBILE SOFTWARE DEVELOPMENT
 CS 3724: INTRODUCTION TO HUMAN-COMPUTER INTERACTION
 CS 4570 (ECE 4570): WIRELESS NETWORKS AND MOBILE SYSTEMS
 CS 4604: INTRODUCTION TO DATA BASE MANAGEMENT SYSTEMS
 CS 4644: CREATIVE COMPUTING STUDIO
 CS 4784: HUMAN-COMPUTER INTERACTION CAPSTONE
 ESM 4015-4016 CREATIVE DESIGN AND PROJECT I, II
 HTM 4354: IT AND SOCIAL MEDIA IN HTM
 SBIO 3124: PAPER AND PAPERBOARD PACKAGING
 SBIO 3445-3446: ENTREPRENEURIAL WOOD DESIGN AND INNOVATION
 SBIO 4024: PACKAGING DESIGN FOR GLOBAL DISTRIBUTION

GENERAL INFORMATION:

This check sheet applies to students completing their degrees in calendar year 2020 in terms ending May, July, August or December. A total of 125 semester hours is required for graduation.

Overall and In-Major GPA: Students must have an overall GPA of at least a 2.0 and an in-major GPA of at least a 2.0 to graduate. Courses used to calculate the in-major GPA are noted with a # (e.g., #MKTG 4154).

Foreign Language Requirements: Students who did not successfully complete at least two years of a single foreign, classical or sign language during high school must successfully complete six semester hours of a single foreign, classical or sign language at the college level. See "Entrance Requirements," Undergraduate Catalog. College-level language credits used to meet this requirement may not be used to satisfy the minimum number of credits required by the degree.

FOOTNOTES:

- ¹ **Satisfactory progress toward a degree:** Upon having attempted 72 semester credits (students who entered Pamplin as freshmen), or 90 semester credits (students who transferred into Pamplin), a student must: (1) achieve no grade lower than a C- in Math 1525 and 1526 (or acceptable equivalents); ACIS 1504, 2115, and 2116; BIT 2405 and 2406; ECON 2005 and 2006, and (2) achieve a minimum GPA of 2.0 in the combination of courses previously listed. Students who have not met the requirements will be notified upon reaching 72 credits (or 90 credits for transfer students) that they must complete any missing courses during the next term of enrollment to rectify and deficiencies.
- ² **Graduation requirements:** A student must achieve a grade of a C- or better in the business core courses (ACIS 1504, MATH 1525-1526, ACIS 2115-2116, BIT 2405-2406, ECON 2005-2006, BIT 3414, FIN 3104, MGT 3304, MKTG 3104, FIN 3054 or 3074, and MGT 4394). A grade of C- or better must be earned in BIT 3414, FIN 3104, MGT 3304 and MKTG 3104 before taking MGT 4394. FIN 3054 or 3074 may be taken at the same time as MGT 4394, however, the student must earn the specified grade or repeat the course and earn a C- or better before a business degree can be earned.
- ³ **Equivalent Math courses may be substituted.** Completes the Curriculum for Liberal Education requirement in Area 5: Quantitative and Symbolic Reasoning.
- ⁴ **COMM 2004** Public Speaking is required for all Business majors who did not take COMM 1015-1016. It may be completed in the sophomore, junior or senior year.
- ⁵ **Free electives** must include at least one hour from the Curriculum for Liberal Education Area 6: Creativity and Aesthetic Experience. Area 7, Critical Issues in a Global Context, may be used to meet another requirement or taken as a free elective.
- ⁶ **MKTG 3104** must be completed prior to enrolling in any 4000 level MKTG courses with the exception of MKTG 4154, which can be taken concurrently.