



Department of Marketing
Bachelor of Science in Business
Marketing Management Major
Major Concentration: Digital Marketing Strategy
For students graduating in calendar year 2021

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)

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

SOPHOMORE YEAR (33 Semester Hours Required)

	F	SP
ACIS 2115-2116 Principles of Accounting ^{1,2}	3 _____	3 _____
BIT 2405-2406 Quantitative Methods ^{1,2}	3 _____	3 _____
ECON 2005-2006 Principles of Economics (Area 3) ^{1,2}	3 _____	3 _____
Ideas, Cultural Traditions, and Values (Area 2)	3 _____	3 _____
COMM 2004 Public Speaking or if COMM 1015-6 completed, then Free Elective ^{3,4}	3 _____	
Free Electives ⁴	3 _____	3 _____

JUNIOR YEAR (30 Semester Hours Required)

	F	SP
# MGT 3304 Management Theory & Leadership Practice ²	3 _____	
# MKTG 3104 Marketing Management ^{2,5}	3 _____	
# BIT 3414 Operations and Supply Chain Management ²	3 _____	
# FIN 3104 Introduction to Finance ²	3 _____	
# FIN 3054 Legal and Ethical Environment of Business ²		3 _____
# MKTG 4154 Marketing Research (Pre: BIT 2405, 2406, Co: MKTG 3104)	3 _____	
Marketing Digital Marketing Strategy Elective (as indicated below)		3 _____
# MKTG 4204 Consumer Behavior (Pre: MKTG 3104; Co: 4554)		3 _____
# MKTG 4554 Buyer-Seller Relationships (Pre: MKTG 3104; Co: MKTG 4204)		3 _____
# MKTG 4604 Retail Management (Pre: MKTG 3104)		3 _____

SENIOR YEAR (30 Semester Hours Required)

	F	SP
# MKTG 4254 Product and Price Management (Pre: MKTG 3104, 4154, 4204)	3 _____	
# MKTG 4264 Analytics for Marketing (Pre: MKTG 3104, 4204)	3 _____	
# MKTG 4304 Marketing Communications (Pre: MKTG 3104, 4204)	3 _____	
# MKTG 4354 Marketing Channels and Logistics (Pre: MKTG 3104, 4204; BIT 2405, 2406)	3 _____	
# MKTG 4644 Marketing Society and Public Interest (Pre: MKTG 3104)		3 _____
Digital Marketing Strategy Elective (as indicated below)		3 _____
# MKTG 4754 Strategic Marketing ⁶ (must be taken in last semester)		3 _____
# MGT 4394 Strategic Management ²		3 _____
Free Electives ⁴	3 _____	3 _____

DIGITAL MARKETING STRATEGY ELECTIVE COURSES (Select two courses (SIX HOURS) from the following)

- # MKTG 4404 Field Practicum in Marketing (Pre: MKTG 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 2021 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, 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 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 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.

⁴ 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.

⁵ MKTG 3104 must be completed prior to enrolling in any 4000 level MKTG courses except for MKTG 4154, which can be taken concurrently.

⁶ 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.