

# BBA - Marketing Emphasis in Digital Marketing

## Program Requirements

This program provides marketing students an opportunity to gain specialized experience and skills in the area of digital marketing. Courses provide study in the areas of social media marketing, website strategy/development, content marketing and brand strategy in the online environment.

A minimum total of 120 credit hours is required for the Bachelor of Business Administration (BBA) in marketing emphasis in digital marketing. In addition to meeting the requirements of the WSU General Education Program (<http://catalog.wichita.edu/undergraduate/academic-information/general-education-program/>) and the requirements for all BBA programs (<http://catalog.wichita.edu/undergraduate/w-frank-barton-business/bachelor-of-business-administration/>) set by the W. Frank Barton School of Business, candidates for the BBA in marketing emphasis in digital marketing must satisfy the following requirements of the curricular major:

Course	Title	Hours
<b>General Education</b>		
Select courses to meet General Education requirements <sup>1</sup>		34-35
<b>College Requirements <sup>2</sup></b>		
Bachelor of Business Administration Core Requirements		27
Advanced Standing Requirements		23-25
<b>Marketing Emphasis in Digital Marketing Major</b>		
MKT 403 or MKT 690M	Marketing Research Data-Driven Metrics for Modern Marketing	3
MKT 405	Consumer Behavior	3
MKT 609	Strategic Marketing Management	3
MKT 690J	Social Media Marketing	3
MKT 710	Digital Marketing	3
MKT 750B	Website Strategy and Development	3
<i>Major Electives</i>		
Select one of the following courses		3
MKT 607	Brand Planning and Promotion	
MKT 690I	Advanced Topics in Marketing and Technology	
ENTR 453	Digital Entrepreneurship	
<b>Open Electives</b>		
Select enough electives to reach 120 credit hours		12-15
<b>Total Credit Hours</b>		<b>120</b>

<sup>1</sup> Required major courses may also count towards General Education requirements. Students will need to select additional electives to reach 120 credit hours required for graduation with assistance from an advisor.

<sup>2</sup> See the Bachelor of Business Administration (<http://catalog.wichita.edu/undergraduate/w-frank-barton-business/bachelor-of-business-administration/>) page of the catalog for a full explanation of these college requirements.

Majors in marketing or marketing emphasis in digital marketing must complete MKT 300 with a C+ or better to continue in the major.

## Applied Learning

Students in the BBA - marketing emphasis in digital marketing are required to complete an applied learning or research experience to graduate from the program. The requirement can be met by completing the coursework and the applied research project assigned in MKT 609 Strategic Marketing Management.