

Student: _____
 ID #: _____ Major: _____

DIGITAL MARKETING - ACCELERATED PATHWAY

MAJOR

Credits required in the major: 42

Total credits required: 90

Academic Year 2026-2027

Note: 2.5 GPA for courses in the major, internship. Students are strongly encouraged to select a minor in Public Relations, Business Administration, Web Design and Development, Writing for New Media, Psychology or Entrepreneurship. Minors must have 9 unique credits. Students double majoring in Digital Marketing and Public Relations must earn a separate set of 24 credits for each major. This major is also available in a non-accelerated format requiring 120 total credits.

Course Code	Course Title	Credits	Gr	Cr	Tm
BUS 109	Data and Digital Literacy	3			
COM 150	Introduction to Digital Marketing	3			
COM 201	Career Navigation Digital Marketing	3			
COM 270	Integrated Marketing Communications	3			
COM 280	Going Viral and Growth Hacking	3			
COM 295	Lifecycle & Email Marketing	3			
COM 340	Social Media Marketing	3			
COM 343	Persuasive Communication	3			
COM 430	Digital Marketing Analytics	3			
COM 492	Digital Marketing Capstone	3			
COM 498	Internship	3			
ENG 419	Technical and Business Communication	3			
	Electives - choose 2 courses from the following:				
BUS 260	Introduction to Entrepreneurship	3			
BUS 340	Consumer Behavior	3			
COM 235	Intercultural Communication	3			
COM 285	Video Production I	3			
COM 350	Global Marketing	3			
COM 420	Brand Strategy	3			
ITS 201	Foundations of Data Analytics I	3			
ITS 202	Foundations of Data Analytics II	3			