

Digital Marketing, B.S.

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Requirements

The Digital Marketing major at UVU offers an analytical, applied, engaged-learning approach to digital marketing. Students learn a balance of marketing strategy, content creation, graphic design, and website/social media analytics for marketing campaigns. The digital marketing major offers an expanding menu of beginning and advanced courses that allow students to use their digital marketing skills for live engaged-learning clients.

Total Program Credits: 120

Matriculation Requirements:		
<ol style="list-style-type: none"> Students will be limited to 9 hours of upper-division credit until matriculation is completed. Students must complete the following courses in order to matriculate: ACC 2110, ECON 2010, MyEducator or IM 2010 or IM 2600, MKTG 220G, MKTG 2390, MGMT 2340, MGMT 2400 Students cannot take the following courses until they have matriculated: FIN 3100, MGMT 3450, MKTG 3695, MGMT 4860 		
General Education Requirements:		35 Credits
	ENGL 1010	Introduction to Writing 3
or	ENGH 1005	Literacies and Composition Across Context (5)
	ENGL 2010	Intermediate Writing Academic Writing and Research 3
Complete one of the following:		3
	MATH 1050	College Algebra (4)
	MATH 1055	College Algebra with Preliminaries (5)
	MATH 1090	College Algebra for Business (3)
An Advanced Placement (AP) Mathematics Test with a score of 3 or higher		
Complete one of the following:		3
	HIST 2700	US History to 1877 (3)
and	HIST 2710	US History since 1877 (3)
	HIST 1700	American Civilization (3)
	HIST 1740	US Economic History (3)
	POLS 1000	American Heritage (3)
	POLS 1100	American National Government (3)
Complete the following:		
	PHIL 2050	Ethics and Values 3
	HLTH 1100	Personal Health and Wellness (2)
or	PES 1097	Fitness for Life 2
Distribution Courses:		
	ECON 2010	Principles of Economics I (fulfills Social/Behavioral Science credit) 3
	Biology	3
	Physical Science	3
	Additional Biology or Physical Science	3
	Humanities Distribution	3

	Fine Arts Distribution	3
Discipline Core Requirements:		70 Credits
Business Foundation Courses:		
	ACC 2110	Principles of Accounting I 3
My Educator ²		
or	IM 2010	Business Computer Proficiency (3)
or	IM 2600	Spreadsheet Applications (3)
Complete the following:		
	MKTG 220G	Written Business Communication WE (Complete with B- grade or higher) 3
	MGMT 2340	Business Statistics I 3
	MGMT 2400	Introduction to Data Analytics for Business Professionals 3
	MKTG 2390	Professional Business Presentations 3
Business Core Courses:		
	FIN 3100	Principles of Finance ¹ 3
	MKTG 3600	Principles of Marketing 3
	MGMT 3000	Organizational Behavior WE 3
	MGMT 3450	Operations Management ¹ 3
	MGMT 4860	Business Strategy Formulation and Implementation ¹ 3
	ENTR 493R	Entrepreneurship Lecture Series (1)
or	MGMT 495R	Executive Lecture Series 1
Digital Marketing Core:		
	MKTG 1890	Introduction to Careers in Business 1
	MKTG 3170	Digital Advertising 3
	MKTG 3300	Marketing Analytics 3
	MKTG 3660	Digital Marketing 3
	MKTG 3680	Marketing with Social Media 3
	MKTG 3690	Digital Marketing Analytics 3
	MKTG 3695	Digital Marketing Capstone ¹ 3
	MKTG 3890	Business Career Preparation 2
	MKTG 483R	Digital Marketing Internship 3
Marketing Electives: Select from approved list; see advisors (15 credits needed)		15
Elective Requirements:		15 Credits
Any course numbered 1000 or higher (15 credits needed)		15

Graduation Requirements:

- Completion of a minimum of 120 semester credits required in the BS degree; at least 40 credit hours must be upper-division courses.
- Overall grade point average 2.0 or above with a minimum of 2.5 GPA in all Woodbury School of Business courses. No grade lower than a "C-" in core and specialization courses.
- Residency hours: Minimum of 30 credit hours of business courses through course attendance at UVU, with at least 10 hours earned in the last 45 hours.
- Completion of GE and specified departmental requirements. Students are responsible for completing all prerequisite courses.
- Successful completion of at least one Global/Intercultural course.

Digital Marketing, B.S.

NOTE: Students will be limited to 9 hours of upper-division credit until MATRICULATION is completed.

Footnote
¹ Cannot be taken until student is matriculated.
² Students are required to complete My Educator, IM 2010, or IM 2600 with a grade of B- or higher.

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Graduation Plan

This graduation plan is a sample plan and is intended to be a guide. Your specific plan may differ based on your Math and English placement and/or transfer credits applied. You are encouraged to meet with an advisor and set up an individualized graduation plan in [Wolverine Track](#).

Milestone courses (pre-requisites for a course in one of the subsequent semesters) are marked in red and italicized.

Semester 1	Course Title	Credit Hours
<i>ENGL 1010 or ENGH 1005</i>	Introduction to Academic Writing or Literacies and Composition Across Context	3
<i>MATH 1050 or MATH 1055 or MATH 1090</i>	College Algebra or College Algebra with Preliminaries or College Algebra for Business	3
Physical Science	Distribution	3
Health or PE	Personal Health and Wellness or Fit for Life	2
Fine Arts	Distribution	3
	Semester total:	14
Semester 2	Course Title	Credit Hours
<i>ENGL 2010</i>	Intermediate Writing Academic Writing and Research	3
<i>MGMT 2400</i>	Intro to Data Analytics for Busines Professionals	3
Biology	Distribution	3
American Institutions	Distribution	3
<i>MKTG 2390</i>	Professional Business Presentations	3
	Semester total:	15
Semester 3	Course Title	Credit Hours
PHIL 2050	Ethics and Values	3
MGMT 2340	Business Statistics I	3
ACC 2110	Principles of Accounting I	3
ECON 2010	Priciples of Econmics I	3
<i>MKTG 220G</i>	Written Business Communication WE	3
	Semester total:	15
Semester 4	Course Title	Credit Hours
<i>MKTG 1890</i>	Intro to Careers in Business	1
<i>MKTG 3600</i>	Principles of Marketing	3
1000 Level Course	General Elective	3
<i>MGMT 3000</i>	Organizational Behavior WE	3

Humanities	Distribution	3
Additional Biology or Physical Science		3
	Semester total:	16
Semester 5	Course Title	Credit Hours
<i>FIN 3100</i>	Principles of Finance	3
<i>MKTG 3890</i>	Business Career Preparation	2
<i>MKTG 3660</i>	Digital Marketing	3
<i>MKTG 3680</i>	Marketing with Social Media	3
3000 level Marketing course	Digital Marketing Elective	3
	Semester total:	14
Semester 6	Course Title	Credit Hours
<i>MGMT 3450</i>	Operations Management	3
<i>MKTG 3170</i>	Digital Advertising	3
3000 level Marketing course	Digital Marketing Elective	3
<i>MKTG 483R</i>	Digital Marketing Internship	3
3000 level Marketing course	Digital Marketing Elective	3
	Semester total:	15
Semester 7	Course Title	Credit Hours
<i>MGMT 4860</i>	Business Strategy Formulation and Implementation	3
<i>MGMT 495R or ENTR 493R</i>	Executive Lecture Series or Entrepreneurship Lecture Series	1
<i>MKTG 3690</i>	Digital Marketing Analytics	3
<i>MKTG 3300</i>	Marketing Analytics	
1000 Level Course	General Elective	3
1000 Level Course	General Elective	3
	Semester total:	16
Semester 8	Course Title	Credit Hours
3000 level Marketing course	Digital Marketing Elective	3
3000 level Marketing course	Digital Marketing Elective	3
<i>MKTG 3695</i>	Digital Marketing Capstone	3
1000 Level Course	General Elective	3
1000 Level Course	General Elective	3
	Semester total:	15
	Degree total:	120