

YEAR 1

SEMESTER 1		16 CREDITS
MAT 150	Introduction to Statistics ¹ 4 CREDITS	
ENG 101	English Composition 3 CREDITS	
SPE 100	Fundamentals of Public Speaking ² 3 CREDITS	
BUS 104	Introduction to Business 3 CREDITS	
XXX xxx	Individual and Society ³ 3 CREDITS	

SEMESTER 2		15 CREDITS
ENG 201	Introduction to Literature 3 CREDITS	
MAR 100	Introduction to Marketing 3 CREDITS	
XXX xxx	U.S. Experience in Its Diversity ³ 3 CREDITS	
XXX xxx	General Elective ⁴ 3 CREDITS	
XXX xxx	World Culture and Global Issues ³ 3 CREDITS	

YEAR 2

SEMESTER 3		15 CREDITS
MAR 330	Marketing Research and Analytics 3 CREDITS	
XXX xxx	Program Elective ⁵ 3 CREDITS	
XXX xxx	Scientific World ³ 3 CREDITS	
XXX xxx	Life and Physical Science ³ 3 CREDITS	
XXX xxx	Program Elective ⁵ 3 CREDITS	

SEMESTER 4		14 CREDITS
MAR 340	Digital Marketing and Analytics 3 CREDITS	
BUS 110.5	Business Law for Digital Media 3 CREDITS	
XXX xxx	Creative Expression ⁶ 3 CREDITS	
XXX xxx	Program Elective ⁵ 3 CREDITS	
XXX xxx	General Elective ⁴ 2 CREDITS	

TOTAL: 60 CREDITS⁷

FOOTNOTES

¹ If MAT 51 test is not passed, MAT 150.5 can be taken.

² SPE 102 is an option for non-native speakers of English.

³ Please consult with an academic or faculty advisor.

⁴ A total of 6 credits is required for degree completion. Some of these credits may be satisfied by taking STEM variants in the Common Core.

⁵ A total of 9 credits is required to satisfy this area. Choose from MAR 210, MAR 220, MAR 230, BUS 150, CIS 200, COM 245 or MMP 240.

⁶ Select any Creative Expression Pathways course except SPE 100 or SPE 102.

⁷ A Writing Intensive course is needed to graduate.