

BACHELOR OF SCIENCE IN SOCIAL MEDIA MARKETING – REQUIRED COURSES

Prerequisite

MATH 110	College Algebra or equivalent [included in the General Education Core]	3 Credits 3
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Social Media Marketing

		54 Credits
BUSI 238	Business Communication [WE*]	3
BUSI 211	Financial Accounting	3
BUSI 212	Managerial Accounting	3
BUSI 214	Managing Information Systems	3
BUSI 230	Principles of Management	3
BUSI 202	Business Statistics	3
BUSI 336	Principles of Finance	3
BUSI 347	Principles of Marketing	3
BUSI 271	Social Media Marketing: Foundations & Strategy	3
BUSI 272	Social Media Marketing: Twitter	3
BUSI 273	Social Media Marketing: LinkedIn & Facebook	3
BUSI 371	Social Media Marketing: Blogging & Content Marketing	3
BUSI 372	Social Media Marketing: Video & Mobile Marketing	3
BUSI 373	Social Media Marketing: Pinterest & Instagram Mobile	3
BUSI 426	International Business	3
BUSI 436	Business Ethics [WE*]	3
BUSI 434	Business Law	3
BUSI 465	Strategic Management & Planning	3

**Writing Emphasis courses*

TOTAL CREDITS IN MAJOR: **54 Credits**

B.S. in Social Media Marketing:

To earn the B.S. in Social Media Marketing degree, students must complete the following degree components:

General Education Core:	31 Credits
Biblical Studies Minor:	15 Credits
Social Media Marketing Major:	54 Credits
General Electives:	29 Credits

TOTAL: **120 Credits**
