

PROGRAM OF STUDY FOR A BBA IN DIGITAL MARKETING

REQUIRED CORE COURSES

COURSE	COURSE NAME	NOTES	ECTS	GRADE
BBAC 100	Financial Accounting	Co-req: BBAC 180	6	
BBAC 101	Introduction to Business		3	
BBAC 102	Operations Management		6	
BBAC 180	Financial Accounting Lab	Co-req: BBAC 100	3	
BBAC 190	Business Comm. Skills Workshop		0	
BBAC 200	Foundations of Information Systems		6	
BBAC 201	Fundamentals of Management and Organizational Behavior		6	
BBAC 202	Business Data Analysis	Pre-reqs: MATH 103, CMPS 108 Co-req: BBAC 280	6	
BBAC 203	Business Finance	Pre-req: BBAC 100, Co-req: BBAC 281	6	
BBAC 204	Principles of Marketing		6	
BBAC 280	Business Data Analysis Lab	Co-req: BBAC 202	3	
BBAC 281	Business Finance Lab	Co-req: BBAC 203	3	
BBAC 290	Strategic Career Planning Workshop		0	
BBAC 300	Management Accounting	Pre-req: BBAC 100	6	
BBAC 301	Business Ethics	Pre-req: BBAC 201	0 (6 ECTS Counted towards Our Values)	
BBAC 302	Entrepreneurship and Business Planning	Co-req: BBAC 380	6	
BBAC 303	Business Analytics Using Data Mining	Pre-req: BBAC 202	6	
BBAC 304	Internship/Practicum	Pre-reqs: BBAC 200, BBAC 201, BBAC 203, BBAC 204, BBAC 290	3	
BBAC 380	Entrepreneurship and Business Planning Lab	Co-req: BBAC 302	3	
BBAC 400	Strategic Management	Pre-reqs: BBAC 102, BBAC 200, BBAC 201, BBAC 202, BBAC 203, BBAC 204, BBAC 300, BBAC 301	6	
BBAC 401	Business Law		6	
CMPS 108	Computing for Business		6	
TBD	Free Elective		6	
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TBD	Business Elective	Course from Faculty of Business	6	
TOTAL ECTS			114 ECTS	

REQUIRED DIGITAL MARKETING CONCENTRATION COURSES

COURSE	COURSE NAME	NOTE	ECTS	GRADE
BBAM 300	Digital Marketing Strategy and Consumer Behavior	Pre-reqs: BBAC 204	6	
BBAM 306	Branding and Digital Content Creation for Business	Pre-reqs: BBAC 204, BBAM 300	6	
BBAM 307	Search Engine Marketing & Display Advertising	Pre-reqs: BBAC 204, BBAM 300	6	
BBAM 308	Social Media Marketing	Pre-reqs: BBAC 204, BBAM 300	6	
BBAM 309	Website Optimization and Analytics	Pre-reqs: BBAC 204, BBAM 300	6	
BBAM 310	Seminar in Digital Marketing	Pre-reqs: BBAC 204, BBAM 300, BBAM 306, BBAM 307	6	
CREDITS			36 ECTS	
TOTAL MAJOR REQUIREMENTS CREDITS			150 ECTS	

GENERAL EDUCATION REQUIREMENTS

UNDERSTANDING OUR COMMUNICATION

COURSE	COURSE NAME	NOTE	ECTS	GRADE
ENGL 100	Academic English	Academic Communication in English I	6	
ENGL 101	Advanced Academic English	Academic Communication in English II	6	
TBD		Foreign Language Communication in Arabic OR Greek	6	
BBAC 301	Business Ethics	Writing in the Discipline (fulfilled through an ILA-Designated Course)	0	
CREDITS			18 ECTS	

UNDERSTANDING THE WORLD

COURSE	COURSE NAME	NOTE	ECTS	GRADE
TBD		The Earth and Planetary Systems or The Living World	6	
TBD		The Earth and Planetary Systems or The Living World OR Quantitative Reasoning	6	
MATH 102	Mathematics for Social Sciences I	The Earth and Planetary Systems or The Living World OR Quantitative Reasoning	6	
MATH 103	Mathematics for Social Sciences II	Quantitative Reasoning, Pre-req: MATH 102	6	
CREDITS			24 ECTS	

UNDERSTANDING OURSELVES (to include 6 ECTS in Greek Studies) AT LEAST TWO FROM EACH CATEGORY

COURSE	COURSE NAME	NOTE	ECTS	GRADE
TBD		Cultures and Histories	6	
TBD		Cultures and Histories	6	
TBD		Cultures and Histories OR Societies and Individuals	6	
ECON 101	Principles of Microeconomics	Societies and Individuals	6	
ECON 102	Principles of Macroeconomics	Societies and Individuals	6	
CREDITS			30 ECTS	

UNDERSTANDING OUR ROLE IN THE WORLD

COURSE	COURSE NAME	NOTE	ECTS	GRADE
BBAC 301	Business Ethics	Our Values	6	
TBD		Our Engagement	6	
CREDITS			12 ECTS	

GENERAL EDUCATION FREE ELECTIVE

COURSE	COURSE NAME	NOTE	ECTS	GRADE
TBD		Any General Education course	6	
CREDITS			6 ECTS	

THEMATIC REQUIREMENTS

First-Year Student Experience (0 ECTS Requirement)				
Beirut Residency (0 ECTS Requirement)				
Social Inequalities (6 ECTS fulfilled through courses designated by ILA as such)				
History of Ideas (6 ECTS fulfilled through courses designated by ILA as such)				
TOTAL LIBERAL ARTS CREDITS			90 ECTS	
TOTAL CREDITS FOR GRADUATION			240 ECTS	