	RA in Digit	al Marketing – Sample Study Plan	
L	SBA III Digit	Year 1 – Term 1 (Fall)	
Course Type	Course Code	Course Title	ECTS
Compulsory	BBAC 100	Financial Accounting	6
Compulsory	BBAC 180	Financial Accounting Lab	3
Compulsory	BBAC 101	Introduction to Business	3
Compulsory (Gen Ed)	ENGL 100	Academic English	6
Compulsory (Gen Ed)	MATH 102	Mathematics for Social Sciences I	6
Compulsory (Gen Ed)	CMPS 108	Computing for Business	6
		Year 1 – Term 2 (Spring)	
Course Type	Course Code	Course Title	ECTS
Compulsory	BBAC 102	Operations Management	6
Compulsory	BBAC 190	Business Communication Skills Workshop	0
Compulsory (Gen Ed)	ECON 102	Principles of Macroeconomics	6
Compulsory (Gen Ed)	ENGL 101	Advanced Academic English	6
Compulsory (Gen Ed)	MATH 103	Mathematics for Social Sciences II	6
Gen Ed Elective		General Education Course	6
		Year 2 – Term 3 (Fall)	
Course Type	Course Code	Course Title	ECTS
Compulsory	BBAC 200	Foundations of Information Systems	6
Compulsory	BBAC 201	Fundamentals of Management and Organizational Behavior	6
Compulsory	BBAC 204	Principles of Marketing	6
Compulsory (Gen Ed)	ECON 101	Principles of Microeconomics	6
Gen Ed Elective		General Education Course	6
		Year 2 – Term 4 (Spring)	
Course Type	Course Code	Course Title	ECTS
Compulsory	BBAC 202	Business Data Analysis	6
Compulsory	BBAC 280	Business Data Analysis Lab	3
Compulsory	BBAC 203	Business Finance	6
Compulsory	BBAC 281	Business Finance Lab	3
Compulsory	BBAM 300	Digital Marketing Strategy and Consumer Behavior	6
Gen Ed Elective		General Education Course	6
	1	Year 3 – Term 5 (Fall)	
Course Type	Course Code	Course Title	ECTS
Compulsory	BBAC 300	Management Accounting	6
Compulsory	BBAC 301	Business Ethics	6
			-
Compulsory	BBAM 306	Branding and Digital Content Creation for Business	6
Free Elective	BBAM 306	Free Elective	6
	BBAM 306	Free Elective General Education Course	
Free Elective Gen Ed Elective		Free Elective General Education Course Year 3 – Term 6 (Spring)	6
Free Elective Gen Ed Elective Course Type	Course Code	Free Elective         General Education Course         Year 3 - Term 6 (Spring)         Course Title	6 6 ECTS
Free Elective Gen Ed Elective Course Type Compulsory	Course Code BBAC 302	Free Elective         General Education Course         Year 3 - Term 6 (Spring)         Course Title         Entrepreneurship and Business Planning	6 6 ECTS 6
Free Elective Gen Ed Elective Course Type Compulsory Compulsory	Course Code BBAC 302 BBAC 380	Free Elective         General Education Course         Year 3 – Term 6 (Spring)         Course Title         Entrepreneurship and Business Planning         Entrepreneurship and Business Planning Lab	6 6 ECTS 6 3
Free Elective Gen Ed Elective Course Type Compulsory Compulsory Compulsory	Course Code BBAC 302 BBAC 380 BBAC 303	Free Elective         General Education Course         Year 3 – Term 6 (Spring)         Course Title         Entrepreneurship and Business Planning         Entrepreneurship and Business Planning Lab         Business Analytics Using Data Mining	6 6 ECTS 6 3 6
Free Elective Gen Ed Elective Course Type Compulsory Compulsory Compulsory Compulsory	Course Code BBAC 302 BBAC 380 BBAC 303 BBAM 307	Free Elective         General Education Course         Year 3 – Term 6 (Spring)         Course Title         Entrepreneurship and Business Planning         Entrepreneurship and Business Planning Lab         Business Analytics Using Data Mining         Search Engine Marketing and Display Advertising	6 6 ECTS 6 3 6 6 6
Free Elective Gen Ed Elective Course Type Compulsory Compulsory Compulsory Compulsory Compulsory	Course Code BBAC 302 BBAC 380 BBAC 303	Free Elective         General Education Course         Year 3 – Term 6 (Spring)         Course Title         Entrepreneurship and Business Planning         Entrepreneurship and Business Planning Lab         Business Analytics Using Data Mining         Search Engine Marketing and Display Advertising         Strategic Career Planning Workshop	6 6 ECTS 6 3 6 6 6 0
Free Elective Gen Ed Elective Course Type Compulsory Compulsory Compulsory Compulsory	Course Code BBAC 302 BBAC 380 BBAC 303 BBAM 307	Free Elective         General Education Course         Year 3 – Term 6 (Spring)         Course Title         Entrepreneurship and Business Planning         Entrepreneurship and Business Planning Lab         Business Analytics Using Data Mining         Search Engine Marketing and Display Advertising         Strategic Career Planning Workshop         General Education Course	6 6 ECTS 6 3 6 6 6
Free Elective Gen Ed Elective Compulsory Compulsory Compulsory Compulsory Compulsory Compulsory Gen Ed Elective	Course Code BBAC 302 BBAC 380 BBAC 303 BBAM 307 BBAC 290	Free Elective         General Education Course         Year 3 - Term 6 (Spring)         Course Title         Entrepreneurship and Business Planning         Entrepreneurship and Business Planning Lab         Business Analytics Using Data Mining         Search Engine Marketing and Display Advertising         Strategic Career Planning Workshop         General Education Course         Year 3 - Summer Term	6 6 <b>ECTS</b> 6 3 6 6 6 0 6
Free Elective Gen Ed Elective Compulsory Compulsory Compulsory Compulsory Compulsory Compulsory Gen Ed Elective Course Type	Course Code BBAC 302 BBAC 380 BBAC 303 BBAM 307 BBAC 290 Course Code	Free Elective         General Education Course         Year 3 - Term 6 (Spring)         Course Title         Entrepreneurship and Business Planning         Entrepreneurship and Business Planning Lab         Business Analytics Using Data Mining         Search Engine Marketing and Display Advertising         Strategic Career Planning Workshop         General Education Course         Year 3 - Summer Term         Course Title	6 6 <b>ECTS</b> 6 3 6 6 6 6 0 6 <b>ECTS</b>
Free Elective Gen Ed Elective Compulsory Compulsory Compulsory Compulsory Compulsory Compulsory Gen Ed Elective	Course Code BBAC 302 BBAC 380 BBAC 303 BBAM 307 BBAC 290	Free Elective         General Education Course         Year 3 - Term 6 (Spring)         Course Title         Entrepreneurship and Business Planning         Entrepreneurship and Business Planning Lab         Business Analytics Using Data Mining         Search Engine Marketing and Display Advertising         Strategic Career Planning Workshop         General Education Course         Year 3 - Summer Term         Course Title         Internship/Practicum	6 6 <b>ECTS</b> 6 3 6 6 6 0 6
Free Elective Gen Ed Elective Course Type Compulsory Compulsory Compulsory Compulsory Compulsory Gen Ed Elective Course Type Compulsory	Course Code BBAC 302 BBAC 380 BBAC 303 BBAM 307 BBAC 290 Course Code BBAC 304	Free Elective         General Education Course         Year 3 - Term 6 (Spring)         Course Title         Entrepreneurship and Business Planning         Entrepreneurship and Business Planning Lab         Business Analytics Using Data Mining         Search Engine Marketing and Display Advertising         Strategic Career Planning Workshop         General Education Course         Year 3 - Summer Term         Course Title         Internship/Practicum         Year 4 - Term 7 (Fall)	6 6 8 6 3 6 6 6 0 6 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8
Free Elective Gen Ed Elective Compulsory Compulsory Compulsory Compulsory Compulsory Gen Ed Elective Course Type Compulsory Compulsory Compulsory	Course Code BBAC 302 BBAC 380 BBAC 303 BBAM 307 BBAC 290 Course Code BBAC 304 Course Code	Free Elective         General Education Course         Year 3 - Term 6 (Spring)         Course Title         Entrepreneurship and Business Planning         Entrepreneurship and Business Planning Lab         Business Analytics Using Data Mining         Search Engine Marketing and Display Advertising         Strategic Career Planning Workshop         General Education Course         Year 3 - Summer Term         Course Title         Internship/Practicum         Year 4 - Term 7 (Fall)         Course Title	6 6 3 6 6 6 6 0 6 6 5 6 6 7 7 8 7 8 7 8 7 8 7 8 7 8 7 8 7 8 7
Free Elective Gen Ed Elective Compulsory Compulsory Compulsory Compulsory Compulsory Gen Ed Elective Course Type Compulsory Compulsory Compulsory Compulsory Course Type Compulsory	Course Code BBAC 302 BBAC 380 BBAC 303 BBAM 307 BBAC 290 Course Code BBAC 304 Course Code BBAC 400	Free Elective         General Education Course         Year 3 - Term 6 (Spring)         Course Title         Entrepreneurship and Business Planning         Entrepreneurship and Business Planning Lab         Business Analytics Using Data Mining         Search Engine Marketing and Display Advertising         Strategic Career Planning Workshop         General Education Course         Year 3 - Summer Term         Course Title         Internship/Practicum         Year 4 - Term 7 (Fall)         Course Title         Strategic Management	6 6 3 6 6 6 0 6 6 0 6 5 5 6 5 5 6 5 6
Free Elective Gen Ed Elective Compulsory Compulsory Compulsory Compulsory Compulsory Gen Ed Elective Course Type Compulsory Compulsory Compulsory Compulsory Compulsory Compulsory	Course Code BBAC 302 BBAC 380 BBAC 303 BBAM 307 BBAC 290 Course Code BBAC 304 Course Code	Free Elective         General Education Course         Year 3 - Term 6 (Spring)         Course Title         Entrepreneurship and Business Planning         Entrepreneurship and Business Planning Lab         Business Analytics Using Data Mining         Search Engine Marketing and Display Advertising         Strategic Career Planning Workshop         General Education Course         Year 3 - Summer Term         Course Title         Internship/Practicum         Year 4 - Term 7 (Fall)         Course Title         Strategic Management         Social Media Marketing	6 6 3 6 6 6 6 0 6 6 5 <b>ECTS</b> 3 <b>ECTS</b> 6 6 6 6
Free Elective Gen Ed Elective Compulsory Compulsory Compulsory Compulsory Compulsory Gen Ed Elective Course Type Compulsory Compulsory Compulsory Compulsory Free Elective	Course Code BBAC 302 BBAC 380 BBAC 303 BBAM 307 BBAC 290 Course Code BBAC 304 Course Code BBAC 400	Free Elective         General Education Course         Year 3 - Term 6 (Spring)         Course Title         Entrepreneurship and Business Planning         Entrepreneurship and Business Planning Lab         Business Analytics Using Data Mining         Search Engine Marketing and Display Advertising         Strategic Career Planning Workshop         General Education Course         Year 3 - Summer Term         Course Title         Internship/Practicum         Year 4 - Term 7 (Fall)         Course Title         Strategic Management         Social Media Marketing         Free Elective	6 6 3 6 6 6 6 0 6 6 5 <b>ECTS</b> 3 <b>ECTS</b> 6 6 6 6 6 6
Free Elective Gen Ed Elective Compulsory Compulsory Compulsory Compulsory Compulsory Gen Ed Elective Course Type Compulsory Compulsory Compulsory Compulsory Free Elective Gen Ed Elective Gen Ed Elective	Course Code BBAC 302 BBAC 380 BBAC 303 BBAM 307 BBAC 290 Course Code BBAC 304 Course Code BBAC 400	Free Elective         General Education Course         Year 3 - Term 6 (Spring)         Course Title         Entrepreneurship and Business Planning         Entrepreneurship and Business Planning Lab         Business Analytics Using Data Mining         Search Engine Marketing and Display Advertising         Strategic Career Planning Workshop         General Education Course         Year 3 - Summer Term         Course Title         Internship/Practicum         Year 4 - Term 7 (Fall)         Course Title         Strategic Management         Social Media Marketing         Free Elective         General Education Course	6 6 3 6 6 6 6 0 6 6 <b>ECTS</b> 3 <b>ECTS</b> 6 6 6 6 6 6 6
Free Elective Gen Ed Elective Compulsory Compulsory Compulsory Compulsory Compulsory Gen Ed Elective Course Type Compulsory Compulsory Compulsory Compulsory Free Elective	Course Code BBAC 302 BBAC 380 BBAC 303 BBAM 307 BBAC 290 Course Code BBAC 304 Course Code BBAC 400	Free Elective         General Education Course         Year 3 - Term 6 (Spring)         Course Title         Entrepreneurship and Business Planning         Entrepreneurship and Business Planning Lab         Business Analytics Using Data Mining         Search Engine Marketing and Display Advertising         Strategic Career Planning Workshop         General Education Course         Year 3 - Summer Term         Course Title         Internship/Practicum         Year 4 - Term 7 (Fall)         Course Title         Strategic Management         Social Media Marketing         Free Elective         General Education Course	6 6 3 6 6 6 6 0 6 6 5 <b>ECTS</b> 3 <b>ECTS</b> 6 6 6 6 6 6
Free Elective Gen Ed Elective Compulsory Compulsory Compulsory Compulsory Compulsory Gen Ed Elective Course Type Compulsory Compulsory Compulsory Compulsory Free Elective Gen Ed Elective Gen Ed Elective	Course Code BBAC 302 BBAC 380 BBAC 303 BBAM 307 BBAC 290 Course Code BBAC 304 Course Code BBAC 400 BBAM 308	Free Elective         General Education Course         Year 3 - Term 6 (Spring)         Course Title         Entrepreneurship and Business Planning         Entrepreneurship and Business Planning Lab         Business Analytics Using Data Mining         Search Engine Marketing and Display Advertising         Strategic Career Planning Workshop         General Education Course         Year 3 - Summer Term         Course Title         Internship/Practicum         Year 4 - Term 7 (Fall)         Course Title         Strategic Management         Social Media Marketing         Free Elective         General Education Course         Year 4 - Term 8 (Spring)	6 6 3 6 6 6 6 6 6 5 <b>ECTS</b> 3 <b>ECTS</b> 6 6 6 6 6 6 6 6 6
Free Elective Gen Ed Elective Compulsory Compulsory Compulsory Compulsory Compulsory Gen Ed Elective Course Type Compulsory Compulsory Compulsory Compulsory Free Elective Gen Ed Elective Gen Ed Elective Course Type Course Type Compulsory Free Elective Gen Ed Elective Course Type Course Type Course Type Course Type	Course Code BBAC 302 BBAC 302 BBAC 303 BBAM 307 BBAC 290 Course Code BBAC 304 Course Code BBAC 400 BBAM 308 Course Code Course Code	Free Elective         General Education Course         Year 3 - Term 6 (Spring)         Course Title         Entrepreneurship and Business Planning         Entrepreneurship and Business Planning Lab         Business Analytics Using Data Mining         Search Engine Marketing and Display Advertising         Strategic Career Planning Workshop         General Education Course         Year 3 - Summer Term         Course Title         Internship/Practicum         Year 4 - Term 7 (Fall)         Course Title         Strategic Management         Social Media Marketing         Free Elective         General Education Course         Year 4 - Term 8 (Spring)         Course Title	6 6 3 6 6 3 6 6 6 6 5 <b>ECTS</b> 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6
Free Elective Gen Ed Elective Compulsory Compulsory Compulsory Compulsory Compulsory Gen Ed Elective Course Type Compulsory Compulsory Compulsory Free Elective Gen Ed Elective Gen Ed Elective Course Type Compulsory Free Elective Compulsory Free Elective Compulsory Compulsory Free Elective Compulsory Free Elective Compulsory Compulsory Free Elective Compulsory Compulsory Compulsory Free Elective Compulsory Compulsor	Course Code BBAC 302 BBAC 380 BBAC 303 BBAM 307 BBAC 290 Course Code BBAC 304 Course Code BBAC 400 BBAM 308 Course Code BBAC 401	Free Elective         General Education Course         Year 3 - Term 6 (Spring)         Course Title         Entrepreneurship and Business Planning         Entrepreneurship and Business Planning Lab         Business Analytics Using Data Mining         Search Engine Marketing and Display Advertising         Strategic Career Planning Workshop         General Education Course         Year 3 - Summer Term         Course Title         Internship/Practicum         Year 4 - Term 7 (Fall)         Course Title         Strategic Management         Social Media Marketing         Free Elective         General Education Course         Year 4 - Term 8 (Spring)         Course Title	6 6 3 6 6 6 6 6 6 5 <b>ECTS</b> 3 <b>ECTS</b> 6 6 6 6 6 6 6 6 6
Free Elective         Gen Ed Elective         Compulsory         Gen Ed Elective         Course Type         Compulsory         Compulsory         Compulsory         Compulsory         Compulsory         Gen Ed Elective         Course Type	Course Code BBAC 302 BBAC 302 BBAC 303 BBAM 307 BBAC 290 Course Code BBAC 304 Course Code BBAC 400 BBAM 308 Course Code Course Code	Free Elective         General Education Course         Year 3 - Term 6 (Spring)         Course Title         Entrepreneurship and Business Planning         Entrepreneurship and Business Planning Lab         Business Analytics Using Data Mining         Search Engine Marketing and Display Advertising         Strategic Career Planning Workshop         General Education Course         Year 3 - Summer Term         Course Title         Internship/Practicum         Year 4 - Term 7 (Fall)         Course Title         Strategic Management         Social Media Marketing         Free Elective         General Education Course         Year 4 - Term 8 (Spring)         Course Title         Business Law         Website Optimization and Analytics	6 6 3 6 3 6 6 6 6 6 5 <b>ECTS</b> 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6
Free Elective         Gen Ed Elective         Compulsory         Compulsory         Compulsory         Compulsory         Compulsory         Compulsory         Compulsory         Compulsory         Compulsory         Gen Ed Elective         Course Type         Compulsory         Compulsory     <	Course Code BBAC 302 BBAC 380 BBAC 303 BBAM 307 BBAC 290 Course Code BBAC 304 Course Code BBAC 400 BBAM 308 Course Code BBAC 401 BBAM 309	Free Elective         General Education Course         Year 3 - Term 6 (Spring)         Course Title         Entrepreneurship and Business Planning         Entrepreneurship and Business Planning Lab         Business Analytics Using Data Mining         Search Engine Marketing and Display Advertising         Strategic Career Planning Workshop         General Education Course         Year 3 - Summer Term         Course Title         Internship/Practicum         Year 4 - Term 7 (Fall)         Course Title         Strategic Management         Social Media Marketing         Free Elective         General Education Course         Year 4 - Term 8 (Spring)         Course Title	6 6 3 6 6 3 6 6 6 6 5 <b>ECTS</b> 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6
Free Elective Gen Ed Elective Compulsory Compulsory Compulsory Compulsory Compulsory Compulsory Gen Ed Elective Course Type Compulsory Free Elective Gen Ed Elective Gen Ed Elective Gen Ed Elective Course Type Compulsory Free Elective Gen Ed Elective Course Type Compulsory Co	Course Code BBAC 302 BBAC 380 BBAC 303 BBAM 307 BBAC 290 Course Code BBAC 304 Course Code BBAC 400 BBAM 308 Course Code BBAC 401 BBAM 309	Free Elective         General Education Course         Year 3 - Term 6 (Spring)         Course Title         Entrepreneurship and Business Planning         Entrepreneurship and Business Planning Lab         Business Analytics Using Data Mining         Search Engine Marketing and Display Advertising         Strategic Career Planning Workshop         General Education Course         Year 3 - Summer Term         Course Title         Internship/Practicum         Year 4 - Term 7 (Fall)         Course Title         Strategic Management         Social Media Marketing         Free Elective         General Education Course         Year 4 - Term 8 (Spring)         Course Title         Business Law         Website Optimization and Analytics         Seminar in Digital Marketing	6 6 3 6 3 6 6 6 6 6 5 <b>ECTS</b> 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6