

BBA in Digital Marketing – Sample Study Plan

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

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		Free Elective	6
Gen Ed Elective		General Education Course	6

Year 3 – Term 6 (Spring)

Course Type	Course Code	Course Title	ECTS
Compulsory	BBAC 302	Entrepreneurship and Business Planning	6
Compulsory	BBAC 380	Entrepreneurship and Business Planning Lab	3
Compulsory	BBAC 303	Business Analytics Using Data Mining	6
Compulsory	BBAM 307	Search Engine Marketing and Display Advertising	6
Compulsory	BBAC 290	Strategic Career Planning Workshop	0
Gen Ed Elective		General Education Course	6

Year 3 – Summer Term

Course Type	Course Code	Course Title	ECTS
Compulsory	BBAC 304	Internship/Practicum	3

Year 4 – Term 7 (Fall)

Course Type	Course Code	Course Title	ECTS
Compulsory	BBAC 400	Strategic Management	6
Compulsory	BBAM 308	Social Media Marketing	6
Free Elective		Free Elective	6
Gen Ed Elective		General Education Course	6
Gen Ed Elective		General Education Course	6

Year 4 – Term 8 (Spring)

Course Type	Course Code	Course Title	ECTS
Compulsory	BBAC 401	Business Law	6
Compulsory	BBAM 309	Website Optimization and Analytics	6
Compulsory	BBAM 310	Seminar in Digital Marketing	6
Business Elective		Free Business Elective	6
Gen Ed Elective		General Education Course	6