Marketing BSBA / Strategic & Digital Communication MS

Program Requirements

Bachelor of Science in Business Administration (BSBA) Degree Requirements

CIVC 101 Introduction to Civic Engagement 1.0
COM 270 [WI] Business Communication 3.0
COOP 101 Career Management and Professional Development 1.0
ENGL 101 Composition and Rhetoric I: Inquiry and Exploratory Research 3.0
ENGL 111 English Composition I 3.0
ENGL 102 Composition and Rhetoric I: Inquiry and Exploratory Research 3.0
ENGL 111 English Composition I 3.0
ENGL 113 English Composition II 3.0
ENGL 103 Composition and Rhetoric II: Advanced Research and Evidence-Based Writing 3.0
ENGL 112 English Composition II 3.0
MATH 101 Introduction to Analysis I 4.0
MATH 102 Introduction to Analysis II 4.0
PHIL 105 Critical Reasoning 3.0
PSY 101 General Psychology I 3.0
UNIV B101 The Drexel Experience 1.0
UNIV B201 [WI] Career Management 1.0
English literature elective ENGL 200 through ENGL 399 3.0
Fine Arts elective 3.0
Courses with the following subjects and course range from 100-499: Architecture (ARCH), Art History (ARTH), Dance (DANC), Film Studies (FMST), Interior Design (INTR), Music (MUSC), Photography (PHTO), Visual Studies (VSS), Screenwriting & Playwriting (SCR), Theatre (WTR), History (HIST) elective 4.0
History (HIST) elective 4.0
Select two of the following: 6.0
BIO 100 Applied Cells, Genetics & Physiology
or BIO 101 Applied Biological Diversity, Ecology & Evolution
CHEM 151 Applied Chemistry
PHYS 151 Applied Physics
or PHYS 171 Electricity and Motion
or PHYS 172 Light and Sound

General Education Electives 12.0

Students select (12.0) credits of general education electives, with a minimum of one course in each of the following four (4) categories.

Diversity & Multicultural

Courses with the following subjects and course range from 100-499: Communications (COM), English (ENGL), Fine Arts (ARCH, ARTH, DANC), DIGM, FMWD, SCRP, FMST, INTR, MUSC, PHOT, THTR, WBDV, VSST), Global Studies (GES), Language (LANG) or Philosophy (PHIL)

Social Science

Courses with the following subjects and course range from 100-499: Anthropology (ANTH), Criminology and Justice Studies (CJS), History (HIST), Sociology (SOC), Political Science (PSCI), Psychology (PSY)

Science

Courses with the following subjects and course range from 100-499: Computer Science (CS), Information Systems (INFO), Science, Technology and Society (SCITS)

Additional General Education Electives

Business Requirements

ACCT 115 Financial Accounting Foundations 4.0
ACCT 116 Managerial Accounting Foundations 4.0
BLAW 201 Business Law I 4.0
BSAN 160 Business Analytics and Data Visualization 4.0

BUSN 101 Foundations of Business I 4.0
BUSN 102 Foundations of Business II 4.0
ECON 201 Principles of Microeconomics 4.0
ECON 202 Principles of Macroeconomics 4.0
FIN 301 Introduction to Finance 4.0
INTB 200 International Business 4.0
MGMT 450 Strategy and Competitive Advantage 4.0
MIS 200 Management Information Systems 4.0
MKTG 201 Introduction to Marketing Management 4.0
OPM 200 Operations Management 4.0
ORGB 300 [WI] Organizational Behavior 4.0
STAT 201 Introduction to Business Statistics 4.0
Select one of the following: 4.0
MGMT 260 Introduction to Entrepreneurship
MGMT 370 For-Profit Business Consulting
MGMT 371 Nonprofit Business Consulting
MGMT 372 Startup Business Consulting
MGMT 380 International Business Consulting
ORGB 420 Negotiations and Conflict Resolution
SMT 372 Sport Business Consulting
STAT 202 Business Statistics II

Marketing Major Required Course

MKTG 326 Marketing Insights 4.0
MKTG 356 Consumer Behavior 4.0
MKTG 380 Seminar in Marketing Strategy 4.0
Select six (6) of the following: 24.0
MKTG 321 Selling and Sales Management
MKTG 322 Advertising & Integrated Marketing Communications
MKTG 324 Marketing Channels and Distribution Systems
MKTG 344 Professional Personal Selling
MKTG 347 New Product Development
MKTG 348 Services Marketing
MKTG 351 Marketing for Non-Profit Organizations
MKTG 355 Interactive Marketing
MKTG 357 Global Marketing
MKTG 362 Brand and Reputation Management
MKTG 364 Marketing for New Ventures
MKTG 365 Digital Marketing
MKTG 366 Customer Analytics
MKTG 367 Data-Driven Digital Marketing
MKTG 368 Corporate Responsibility Management

Free Electives 18.0

MS in Strategic & Digital Communication Degree Requirements

Required Core Courses

COM 500 Reading & Research in Communication 3.0
COM 574 Organizational Communication in Project Management 3.0
COM 610 Theories of Communication and Persuasion 3.0
COM 613 Ethics for Professional Communication 3.0
COM 615 Evidence-Based Writing 3.0
COM 620 Media Environments in a Digital World 3.0
COM 621 Media and Communication Policy in a Digitized World 3.0
COM 698 Managing Communication Professional Identities in a Digital Age 3.0

SDC Program Electives 12.0

Choose four of the following courses:

COM 516 Campaigns for Health and Environment
COM 518 Communicating Health Risks in a ‘Fake News’ World
COM 520 Science Writing
COM 525 Document Design and Usability
COM 533 Modern Desktop Publishing
COM 535 Digital Publishing
COM 536 Strategic Social Media Communication
COM 541 Foundations of Public Relations
Sample Plan of Study

5 year, 1 coop

First Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credits</th>
<th>Winter</th>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
<th>Summer</th>
<th>Credits</th>
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<tbody>
<tr>
<td>BUSN 101</td>
<td>4.0</td>
<td>BUSN 102</td>
<td>4.0</td>
<td>ACCT 115</td>
<td>4.0</td>
<td>VACATION</td>
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<tr>
<td>ECON 201</td>
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<td>CIVC 101</td>
<td>1.0</td>
<td>BSAN 160</td>
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<tr>
<td>ENGL 101</td>
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<td>ECON 202</td>
<td>4.0</td>
<td>COOP 101 or 111</td>
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<tr>
<td>MATH 101</td>
<td>4.0</td>
<td>MATH 102 or 111</td>
<td>3.0</td>
<td>ENGL 103 or 112</td>
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<tr>
<td>UNIV B201</td>
<td>1.0</td>
<td>MATH 102</td>
<td>4.0</td>
<td>PSY 101</td>
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Second Year

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<th>Fall</th>
<th>Credits</th>
<th>Winter</th>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
<th>Summer</th>
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<tr>
<td>ACCT 116</td>
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<td>BLAW 201</td>
<td>4.0</td>
<td>MIS 200</td>
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<td>FIN 301</td>
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<td>MKTG 201</td>
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<td>MKTG 326</td>
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Graduate Electives 12.0

Total Credits 225.0

* Co-op cycles may vary. Students are assigned a co-op cycle (fall/ winter, spring/summer, summer-only) based on their co-op program (4-year, 5-year) and major. COOP 101 registration is determined by the co-op cycle assigned and may be scheduled in a different term. Select students may be eligible to take COOP 001 in place of COOP 101.

** Students can select up to 12.0 credits of graduate-level electives (500-799) in the following subject areas: (AADM, AAML, ACCT, BUSN, CCM, CHP, COM, CRTC, CW, DIGM, ECON, EDAM, EDHE, EDLT, EDUC, ENTP, ENVP, ENVIS, EOH, HMP, HRM, LING, MGMT, MKTG, MUSL, NPM, PRST, RMER, SDC, SCTS, SMT, TVMN). Other graduate courses outside these areas might be taken pending approval from the graduate advisor or program director.

Fourth Year

<table>
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<tr>
<th>Fall</th>
<th>Credits</th>
<th>Winter</th>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
<th>Summer</th>
<th>Credits</th>
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<tbody>
<tr>
<td>MKTG 356</td>
<td>4.0</td>
<td>MKTG 380</td>
<td>4.0</td>
<td>(UG) Free Electives</td>
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<td>VACATION</td>
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<td>(UG) Free Elective</td>
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<td>MGMT 450</td>
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<td>Select one of the following:</td>
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<td>(UG) General Education Elective</td>
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<td>1.0</td>
<td>MGMT 260</td>
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<td>(UG) MKTG Elective</td>
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<td>(UG) General Education Elective</td>
<td>3.0</td>
<td>MGMT 371</td>
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<td>COM 613</td>
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<td>COM 651</td>
<td>3.0</td>
<td>ORGB 4</td>
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Fifth Year

| Fall | Credits | Winter | Credits | Spring | Credits | | |
|------|---------|--------|---------|--------|---------|----|
| (GR) SDC Program Elective | 3.0 | (GR) SDC Program Elective | 3.0 | (GR) SDC Program Elective | 3.0 | |

Total Credits 225
Co-op cycles may vary. Students are assigned a co-op cycle (fall/winter, spring/summer, summer-only) based on their co-op program (4-year, 5-year) and major. COOP 101 registration is determined by the co-op cycle assigned and may be scheduled in a different term. Select students may be eligible to take COOP 001 in place of COOP 101.