



**Program Pathway for
Bachelor of Business Administration in
Marketing
2024-2025**

Program Summary

Are you interested in learning how companies create demand for their products and services, especially through digital social media? Rather you are interested in branding, understanding purchasing behaviors or advertising. A marketing program of study may be ideal for you. Our program will offer you a relevant and well-rounded perspective on assessing consumer behaviors and markets as well as the promotional elements of marketing.

Career Options and Outlook

This field experiences constant change due to technology and is expected to have high demand. Positions include working in a market research firm, marketing department, or across all types of organizations. Careers include:

Marketing Manager

Marketing Research Analysis/Director

Sales Representative/ Manager

Brand/Content Manager

Public Relations Specialist

Creative Director

Program Pathway Information

This map is a term-by-term sample course schedule and is a general recommendation. DSC encourages all students to take between 30-33 hours per year to graduate in four years. Learning support requirements may impact schedule. ENGL 1101, 1102, MATH 1101, 1111 are Writing and Mathematics foundation courses. Bold and asterisk (*) courses have been identified as "key courses." It is required that students pass these key courses with a "C" or higher in order to be successful in this program. Please note this includes ALL 3000-4000 level business courses. Many marketing courses are only taught once a year. Taking courses in sequence is critical to prevent delay.

Milestones

First Year Milestone: Complete Writing and Mathematics courses.

Second Year Milestone: Complete BUSA 3301 and Field of Study courses with a 2.25 GPA or higher. Consider joining student organizations (ex. Wright Club).

Third Year Milestone: Consider internships.

Fourth Year Milestone: Submit graduation application by the end of the first term. Complete FINC 3056, MNGT 3051, MARK 3010, LSCM 3251, BUSA 3701 by the end of the first term. Prepare for professional credentialing certification exams and any other graduate school programs.

The milestones listed each year are designed to keep you on track to graduate. Students are strongly encouraged to meet with their academic advisor each year to review their progress. Missing course milestones could result in a delay in graduation.

Suggested Minors

Entrepreneurship

Business Analytics

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Students are encouraged to differentiate themselves in the marketplace and can do so by completing a minor. All minors in the Wright School of Business are targeted programs aimed to meet workforce needs, improve your marketability, and can be completed quickly.

Freshman	Fall Semester	Credit	Prerequisite	FR	Spring Semester	Credit	Prerequisite
PRSP	Perspectives Course	1	<i>(required for new freshmen)</i>	ENGL 1102	English Composition II *	3	ENGL 1101
ENGL 1101	English Composition I *	3		STEM	Science or Math Elective	3	Mathematics
MATH 1101, MATH 1111	Mathematical Modeling or College Algebra*	3		BUSA 2201	Fund. of Computer Applications*+	3	Mathematics
BUSA 2106	Environment of Business *+	3		HIST 2111/12	United States History	3	
POLS 1101	American Government	3		ECON 2105	Macroeconomics*+	3	Mathematics
COMM 1110	Fundamentals of Speech	3					
	Total	16			Total	15	
Sophomore	Fall Semester	Credit	Prerequisite	SO	Spring Semester	Credit	Prerequisite
ACCT 2101	Accounting I *	3	Mathematics	ACCT 2102	Accounting II *	3	ACCT 2101
BUSA 2850	Business Statistics *	3	BUSA 2201	BUSA 3301	Business Communications*	3	BUSA 2106, COMM 1110, ENGL 1102
Humanities	English Literature Elective	3	CO: ENGL 1102	ECON 2106	Microeconomics *	3	Mathematics
STEM	Lab Science Elective	4		Humanities	Humanities Elective	3	
Social Science	Social Science Elective	3		STEM	Lab Science Elective	4	
	Total	16			Total	16	
Junior	Fall Semester	Credit	Prerequisite	JR	Spring Semester	Credit	Prerequisite
BUSA 3531	Data Cleaning & Visualization *	3	ACCT 2102, BUSA 2850, ECON 2106	BUSA 3351	International Business *	3	BUSA 2106, ECON 2105, ECON 2106
BUSA 3701	Prof. Development Seminar	1	BUSA 3301	BUSA 3532	Business Analytics and Data Mining	3	BUSA 2850, BUSA 3531
LSCM 3251	Principles of Supply Chain Mngt. *	3	BUSA 2850, COMM 1110, ENGL 1102	FINC 3056	Principles of Finance *	3	(CO: BUSA 2850) ACCT 2102, COMM 1110, ECON 2105, ECON 2106, ENGL 1102
MARK 3010	Principles of Marketing *	3	BUSA 2106, BUSA 2201, COMM 1110, ECON 2106	MNGT 3051	Principles of Management *	3	BUSA 2106, COMM 1110, ECON 2105, ENGL 1102
MGIS 3351	Management Info. Systems *	3	BUSA 2201, COMM 1110, ENGL 1102	MARK 3011 (S)	Consumer Behavior *	3	MARK 3010
	Total	13			Total	15	
Senior	Fall Semester	Credit	Prerequisite	SR	Spring Semester	Credit	Prerequisite
BUSA 3060	Business Law *	3	BUSA 2106, ECON 2105, ECON 2106	LSCM 3360	Business Negotiations	3	BUSA 3301
MARK 3570 (F)	Integrated Brand Promotion *	3	MARK 3010	MARK 3233 (S)	Retail Marketing	3	MARK 3010
MARK 4121 (F)	Marketing Research & Analysis *	3	BUSA 2850, MARK 3010	MARK 4701 (S)	Marketing Strategy *	3	MARK 3010
MARK 4433 (F)	Social Media Marketing *	3	MARK 3010	Elective	Marketing *	3	
Elective	Marketing *	3		MNGT 4701	Strategic Management *	3	BUSA 3701, FINC 3056, LSCM 3251, MARK 3010, MNGT 3051
	Total	15			Total	15	

Courses with (F) designates fall only courses, (S) designates spring only, (CO:) designates co-requisite.

*It is required that students pass these courses with a "C" or higher in order to be successful in this program. Please note this includes ALL 3000-4000 level business courses.

+Momentum Year courses for Wright School of Business

The Program Pathway is not a contract, neither expressed or implied, between the student and Dalton State College, but represents a flexible program of the current catalog's curriculum which may be altered at any time to () the academic objectives of the College.