Business Bachelor of Science Completion Program with a Concentration in Digital Marketing

Degree Type
Bachelor of Science
Environment
online
Program Length
52 weeks
Overview
The Business Bachelor of Science program is designed to develop the knowledge and skills of business professionals in the entertainment and media industries. The program focuses on business management, marketing, and public relations and provides students with a strong foundation of academic and hands-on coursework. After you complete the core Business curriculum, you will have the opportunity to choose a concentration in Entertainment Business, Music Business, Sports Marketing and Media, or Digital Marketing. The Business curriculum offers threaded project and portfolio courses that provide you with a relevant and comprehensive project-based learning experience throughout your academic journey. Additionally, a Career Readiness course taken at the end of the program will provide you with an opportunity to prepare for your future career.
Objective
Bachelor's Objective Our goal is to provide you with a focused knowledge and understanding of essential business and management skills to enhance your ability to qualify for entry-level industry positions, including marketing analyst, brand ambassador, promotions manager, public relations assistant, digital marketing strategist, and a variety of other business positions in the fields of film, music, digital media, sports, broadcasting, and gaming. In addition to academic mastery, technical proficiency, and creative development, it is our goal to help you develop critical-thinking, problem-solving, and analytical skills that contribute to lifelong learning, providing you with tools to help sustain a long and productive professional career in the entertainment and media industries.

Students enrolling in this completion program will also complete the [Digital Marketing Associate of Applied Science](#) degree program. [Apply today](#) to get started.

Month 1

Code	Title	Credit Hours
STA3001	Statistics	4.0

Month 2

Code	Title	Credit Hours
IMK444	Affiliate Marketing	4.0

Month 3

Code	Title	Credit Hours
BUS349	Project and Portfolio IV: Business	3.0
DMK3111	Professional Development Seminar I: Digital Marketing	1.0

Month 4

Code	Title	Credit Hours
ENC326	Professional Writing	4.0

Month 5

Code	Title	Credit Hours
IMK481	Search Engine Optimization	4.0

Month 6

Code	Title	Credit Hours
IMK484	Principles of Online Campaign Development	4.0

Month 7

Code	Title	Credit Hours
BUS359	Project and Portfolio V: Business	3.0
DMK3222	Professional Development Seminar II: Digital Marketing	1.0

Month 8

Code	Title	Credit Hours
IMK4317	Display Advertising and Email Marketing	3.0
PHY3020	Physical Science	4.0

Month 9

Code	Title	Credit Hours
IMK4410	Mobile and Emerging Technology Marketing	4.0

Month 10

Code	Title	Credit Hours
IMK4311	Digital Entrepreneurship	3.0

Month 11

Code	Title	Credit Hours
HUM3505	Popular Culture in Media	4.0

Month 12

Code	Title	Credit Hours
BUS469	Project and Portfolio VI: Business	3.0
MAN3152	Leadership and Organizational Behavior	4.0

Month 13

Code	Title	Credit Hours
BUS4790	Innovative Business Solutions	3.0
CRR4000	Career Readiness	4.0
	Total Credit Hours	**60**

Please Note

- The approved program is a degree completion program. Entering students must have a related associate degree or higher level degree and must complete at least 60 semester hours for a total of 120 credit hours.