

MARKETING MANAGEMENT MAJOR WITH DIGITAL MARKETING STRATEGY OPTION

Program Curriculum

Code	Title	Credits
Degree Core Requirements		
ACIS 2116	Principles of Accounting ^{1,2}	3
BIT 3414	Operations and Supply Chain Management ^{2,#}	3
HTM 2314	Introduction to International Business ²	3
or MGT 2314	Introduction to International Business	
FIN 3054	Legal and Ethical Environment of Business ^{2,#}	3
FIN 3104	Introduction to Finance ^{2,#}	3
MGT 4394	Strategic Management ^{2,#}	3
MKTG 3104	Marketing Management ^{2,#}	3
Subtotal		21
Major Requirements		
ACIS 1504	Introduction to Business Analytics and Business Intelligence ^{1,2}	3
ACIS 2115	Principles of Accounting ^{1,2}	3
MGT 1104	Foundations of Business ²	3
MGT 3404	Principles of Management ^{2,#}	3
MKTG 2104	Careers in Marketing [#]	1
MKTG 4154	Marketing Research [#]	3
MKTG 4204	Consumer Behavior [#]	3
MKTG 4304	Marketing Communications [#]	3
MKTG 4354	Marketing Channels and Logistics [#]	3
MKTG 4554	Principles of Professional Selling [#]	3
MKTG 4644	Marketing, Society and the Public Interest [#]	3
MKTG 4754	Strategic Marketing [#]	3
PSYC 1004	Introductory Psychology	3
or SOC 1004	Introductory Sociology	
Subtotal		37
Option Required Courses		
MKTG 3164	Introduction to Digital Marketing Strategy [#]	3
MKTG 4164	Social Media and Content Marketing [#]	3
MKTG 4264	Analytics for Marketing [#]	3
<i>MKTG DMS Electives [#]</i>		
Select two courses from the MKTG DMS Elective list. [#]		6
Subtotal		15
Free Elective Credits		
Select remaining credits required for the degree. ³		6
Subtotal		6
Pathways to General Education		
<i>Pathways Concept 1 - Discourse</i>		
ENGL 1105	First-Year Writing (1F)	3
or COMM 1015	Communication Skills	
ENGL 1106	First-Year Writing (1F)	3

or COMM 1016 Communication Skills		
Select three hours in Pathway 1a (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G01A)		3
<i>Pathways Concept 2 - Critical Thinking in the Humanities</i>		
Select six hours in Pathway 2 (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G02)		6
<i>Pathways Concept 3 - Reasoning in the Social Sciences</i>		
ECON 2005	Principles of Economics ^{1,2}	3
ECON 2006	Principles of Economics ^{1,2}	3
<i>Pathways Concept 4 - Reasoning in the Natural Sciences</i>		
Select six hours in Pathway 4 (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G04)		6
<i>Pathways Concept 5 - Quantitative and Computational Thinking</i>		
MATH 1524	Business Calculus (5F) ^{1,2}	4
BIT 2405	Introduction to Business Statistics, Analytics, and Modeling (5F) ^{1,2}	3
BIT 2406	Introduction to Business Statistics, Analytics, and Modeling (5A) ^{1,2}	3
<i>Pathways Concept 6 - Critique and Practice in Design and the Arts</i>		
Select three hours in Pathway 6a (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G06A)		3
Select three hours in Pathway 6d (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G06D)		3
<i>Pathways Concept 7 - Critical Analysis of Identity and Equity in the United States</i>		
Select three hours in Pathway 7 (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G07) ³		3
Subtotal		46
Total Credits		125

¹ Policy 91: Pamplin students in a business degree program must complete eight business courses (ACIS 1504 Introduction to Business Analytics and Business Intelligence, MATH 1524 Business Calculus, ACIS 2115 Principles of Accounting - ACIS 2116 Principles of Accounting, BIT 2405 Introduction to Business Statistics, Analytics, and Modeling - BIT 2406 Introduction to Business Statistics, Analytics, and Modeling, and ECON 2005 Principles of Economics - ECON 2006 Principles of Economics) with a grade of C- or higher by 72 attempted credit hours (or 90 attempted credit hours for students with more than 18 transfer credits). Students who have not met the requirements will be notified upon reaching 72 (or 90) credit hours that they must complete the missing course(s) in the next term(s) of enrollment. Failure to do so may result in the student's dismissal from the business degree program. This policy is strictly enforced.

² Graduation requirement: Students must achieve a grade of C- or higher in select business courses (ACIS 1504 Introduction to Business Analytics and Business Intelligence, MATH 1524 Business Calculus, ACIS 2115 Principles of Accounting - ACIS 2116 Principles of Accounting, BIT 2405 Introduction to Business Statistics, Analytics, and Modeling - BIT 2406 Introduction to Business Statistics, Analytics, and Modeling, ECON 2005 Principles of Economics - ECON 2006 Principles of Economics, MGT 1104 Foundations of Business, HTM 2314 Introduction to International Business or MGT 2314 Introduction to International Business, MGT 3404 Principles of Management, MKTG 3104 Marketing Management, FIN 3104 Introduction to Finance, FIN 3054 Legal and Ethical Environment of Business, BIT 3414 Operations and Supply Chain Management, and MGT 4394 Strategic Management).

³ Critical Analysis of Identity & Equity in the U.S. may be double-counted with another course (major, option, pathway, or free elective) that is designated as pathway 7. If this pathway is already met, students must take a free elective to meet the 125-credit hour requirement.

Overall and In-Major GPA: Students must have an overall GPA of 2.0 and an in-major GPA of 2.0 to graduate. Courses used to calculate the in-major GPA are noted with a # footnote.

Code	Title	Credits
MKTG DMS Electives		
ART 4534	Topics in Applied Art and Design Studio #	3
ART 4504	Topics in Multimedia Studio #	3
BIT 3424	Introduction to Business Analytics Modeling #	3
BIT 3434	Advanced Modeling for Business Analytics #	3
BIT 3444	Advanced Business Computing and Applications #	3
BIT 3514	Systems Analysis #	3
BIT 3524	Database Management and Design #	3
BIT 3554	Networks, Telecommunications and Security #	3
BIT 4444	Web-Based Decision Support Systems #	3
BIT 4454	Business Analysis Seminar in IT #	3
BIT 4474	Global Operations and Information Technology #	3
CHE/MKTG 4144	Business and Marketing Strategies for the Process Industries #	3
CMST 3064	Persuasion #	3
CMST 3124	Interpersonal Communication #	3
CS/CMDA 3634	Computer Science Foundations for Computational Modeling and Data Analytics #	3
CS/CMDA 3654	Introductory Data Analytics and Visualization #	3
CS 3704	Intermediate Software Design and Engineering #	3
CS 3714	Mobile Software Development #	3
CS 3724	Introduction to Human-Computer Interaction #	3
CS/ECE 4570	Wireless Networks and Mobile Systems #	3
CS 4604	Introduction to Data Base Management Systems #	3
CS 4644	Creative Computing Studio #	3
CS 4784	Human-Computer Interaction Capstone #	3
ESM 4015 & ESM 4016	Creative Design and Project and Creative Design and Project #	6
HTM 4354	Information Technology and Social Media in Hospitality and Tourism #	3
JMC 4264	Social Media Theory and Practice #	3
MKTG 3134	Personal Well-being and Professional Success #	3
MKTG 4114	Introduction to AI in Marketing #	3
MKTG 4254	Product and Price Management #	3
MKTG 4404	Field Practicum in Marketing #	3
MKTG 4604	Retail Management #	3
MKTG 4974	Independent Study #	3
MKTG 4994	Undergraduate Research #	1-19
SBIO 3124	Paper and Paperboard Packaging #	3
SBIO 3445 & SBIO 3446	Entrepreneurial Wood Design and Innovation and Entrepreneurial Wood Design and Innovation #	6
SBIO 4024	Packaging Design for Global Distribution #	3

Policy 91

University policy requires a student to make satisfactory academic progress towards a degree in order to remain enrolled at the institution (see footnote 1). Students are responsible for reading and understanding Policy 91 in accordance with Pamplin policies <http://pampl.in/policy91> (<http://pampl.in/policy91/>)

Graduation Requirements

General Information

A total of **125 credit hours** is required for graduation. Any exceptions to this curriculum must be approved by the student's department head and Associate Dean for Pamplin Undergraduate Programs.

Pre-Requisites

Students are responsible for ensuring they have met necessary pre-requisites for all courses. Please refer to the Undergraduate Catalog or academic advisor.

Transferring Courses

Requirements and procedures for transferring courses are available <http://pampl.in/transfercreditsteps> (<http://pampl.in/transfercreditsteps/>)

Overall and In-Major GPA

Students must have an overall GPA of 2.0 and an in-major GPA of 2.0 to graduate. Courses used to calculate the in-major GPA are noted with a # footnote.

Foreign Language Requirement

Foreign Language Requirement

Students who did not successfully complete at least two years of a single foreign, classical, or sign language during high school must successfully complete six credit hours of a single foreign, classical, or sign language at the college level. Courses taken to meet this requirement may not count towards the minimum credit hours required for graduation. Please refer to Undergraduate Catalog for details.

Roadmap

First Year

Fall Semester

		Credits
ACIS 1504	Introduction to Business Analytics and Business Intelligence ^{1,2}	3
MATH 1524	Business Calculus ^{1,2}	4
MGT 1104	Foundations of Business ²	3
ENGL 1105 or COMM 1015	First-Year Writing or Communication Skills	3
Select three credits in Pathway 2 (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G02)		3
Credits		16

Spring Semester

ACIS 2115	Principles of Accounting ^{1,2}	3
ECON 2005	Principles of Economics ^{1,2}	3
BIT 2405	Introduction to Business Statistics, Analytics, and Modeling ^{1,2}	3
ENGL 1106 or COMM 1016	First-Year Writing or Communication Skills	3
Select three credits in Pathway 2 (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G02)		3

Credits

15

Second Year**Fall Semester**

ACIS 2116	Principles of Accounting ^{1,2}	3
ECON 2006	Principles of Economics ^{1,2}	3
BIT 2406	Introduction to Business Statistics, Analytics, and Modeling ^{1,2}	3
Select three credits in Pathway 4 (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G04)		3
Select three credits in Pathway 6a (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G06A)		3
Free Elective		3

Credits **18**

Spring Semester

MKTG 3104	Marketing Management ^{2,#}	3
MKTG 3164	Introduction to Digital Marketing Strategy [#]	3
HTM 2314 or MGT 2314	Introduction to International Business ² or Introduction to International Business	3
PSYC 1004 or SOC 1004	Introductory Psychology or Introductory Sociology	3
Select three credits in Pathway 4 (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G04)		3
MKTG 2104	Careers in Marketing [#]	1

Credits **16**

Third Year**Fall Semester**

MKTG 4554	Principles of Professional Selling [#]	3
MKTG 4204	Consumer Behavior [#]	3
MKTG 4154	Marketing Research [#]	3
BIT 3414	Operations and Supply Chain Management ^{2,#}	3
Select three credits in Pathway 6d (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G06D)		3

Credits **15**

Spring Semester

MKTG 4304	Marketing Communications [#]	3
MKTG 4164	Social Media and Content Marketing [#]	3
FIN 3104	Introduction to Finance ^{2,#}	3
MGT 3404	Principles of Management ^{2,#}	3
Select three credits in Pathway 1a (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G01A)		3

Credits **15**

Fourth Year**Fall Semester**

MKTG 4644	Marketing, Society and the Public Interest [#]	3
MKTG 4354	Marketing Channels and Logistics [#]	3
MKTG DMS Elective [#]		3
FIN 3054	Legal and Ethical Environment of Business ^{2,#}	3
Free Elective		3

Credits **15**

Spring Semester

MKTG 4754	Strategic Marketing [#]	3
MKTG 4264	Analytics for Marketing [#]	3
MKTG DMS Elective [#]		3
MGT 4394	Strategic Management ^{2,#}	3
Select three hours in Pathway 7 (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G07) or Free Elective ³		3

Credits **15**

Total Credits **125**

and Modeling - BIT 2406 Introduction to Business Statistics, Analytics, and Modeling, and ECON 2005 Principles of Economics - ECON 2006 Principles of Economics) with a grade of C- or higher by 72 attempted credit hours (or 90 attempted credit hours for students with more than 18 transfer credits). Students who have not met the requirements will be notified upon reaching 72 (or 90) credit hours that they must complete the missing course(s) in the next term(s) of enrollment. Failure to do so may result in the student's dismissal from the business degree program. This policy is strictly enforced.

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³ Critical Analysis of Identity & Equity in the U.S. may be double-counted with another course (major, option, pathway, or free elective) that is designated as pathway 7. If this pathway is already met, students must take a free elective to meet the 125-credit hour requirement.

[#] Overall and In-Major GPA: Students must have an overall GPA of 2.0 and an in-major GPA of 2.0 to graduate. Courses used to calculate the in-major GPA are noted with a # footnote.

Code	Title	Credits
MKTG DMS Electives		
ART 4534	Topics in Applied Art and Design Studio [#]	3
ART 4504	Topics in Multimedia Studio [#]	3
BIT 3424	Introduction to Business Analytics Modeling [#]	3
BIT 3434	Advanced Modeling for Business Analytics [#]	3
BIT 3444	Advanced Business Computing and Applications [#]	3
BIT 3514	Systems Analysis [#]	3
BIT 3524	Database Management and Design [#]	3
BIT 3554	Networks, Telecommunications and Security [#]	3
BIT 4444	Web-Based Decision Support Systems [#]	3
BIT 4454	Business Analysis Seminar in IT [#]	3
BIT 4474	Global Operations and Information Technology [#]	3
CHE/MKTG 4144	Business and Marketing Strategies for the Process Industries [#]	3
CMST 3064	Persuasion [#]	3
CMST 3124	Interpersonal Communication [#]	3
CS/CMDA 3634	Computer Science Foundations for Computational Modeling and Data Analytics [#]	3
CS/CMDA 3654	Introductory Data Analytics and Visualization [#]	3
CS 3704	Intermediate Software Design and Engineering [#]	3
CS 3714	Mobile Software Development [#]	3
CS 3724	Introduction to Human-Computer Interaction [#]	3
CS/ECE 4570	Wireless Networks and Mobile Systems [#]	3
CS 4604	Introduction to Data Base Management Systems [#]	3
CS 4644	Creative Computing Studio [#]	3

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CS 4784	Human-Computer Interaction Capstone #	3
ESM 4015 & ESM 4016	Creative Design and Project and Creative Design and Project #	6
HTM 4354	Information Technology and Social Media in Hospitality and Tourism #	3
JMC 4264	Social Media Theory and Practice #	3
MKTG 3134	Personal Well-being and Professional Success #	3
MKTG 4114	Introduction to AI in Marketing #	3
MKTG 4254	Product and Price Management #	3
MKTG 4404	Field Practicum in Marketing #	3
MKTG 4604	Retail Management #	3
MKTG 4974	Independent Study #	3
MKTG 4994	Undergraduate Research #	1-19
SBIO 3124	Paper and Paperboard Packaging #	3
SBIO 3445 & SBIO 3446	Entrepreneurial Wood Design and Innovation and Entrepreneurial Wood Design and Innovation #	6
SBIO 4024	Packaging Design for Global Distribution #	3

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³ **Pre-requisites:** Students are responsible for ensuring they have met necessary pre-requisites for all courses. Please refer to the Undergraduate Catalog or academic advisor.

⁴ **Overall and In-Major GPA:** Students must have an overall GPA of 2.0 and an in-major GPA of 2.0 to graduate. Courses used to calculate the in-major GPA are noted.

⁵ Critical Analysis of Identity & Equity in the U.S. may be double-counted with another course (major, option, pathway, or free elective) that is designated as pathway 7. If this pathway is already met, students must take a free elective to meet the 125-credit hour requirement.

MKTG DMG Electives

Code	Title	Credits
ART 4534	Topics in Applied Art and Design Studio ^{1,2}	3
ART 4504	Topics in Multimedia Studio ^{1,2}	3
BIT 3424	Introduction to Business Analytics Modeling ^{1,2}	3
BIT 3434	Advanced Modeling for Business Analytics ^{1,2}	3
BIT 3444	Advanced Business Computing and Applications ^{1,2}	3
BIT 3514	Systems Analysis ^{1,2}	3
BIT 3524	Database Management and Design ^{1,2}	3
BIT 3554	Networks, Telecommunications and Security ^{1,2}	3
BIT 4444	Web-Based Decision Support Systems ^{1,2}	3
BIT 4454	Business Analysis Seminar in IT ^{1,2}	3
BIT 4474	Global Operations and Information Technology ^{1,2}	3
CHE/MKTG 4144	Business and Marketing Strategies for the Process Industries ^{1,2}	3
CMST 3064	Persuasion ^{1,2}	3
CMST 3124	Interpersonal Communication ²	3
CS/CMDA 3634	Computer Science Foundations for Computational Modeling and Data Analytics ^{1,2}	3
CS/CMDA 3654	Introductory Data Analytics and Visualization ^{1,2}	3
CS 3704	Intermediate Software Design and Engineering ^{1,2}	3
CS 3714	Mobile Software Development ^{1,2}	3
CS 3724	Introduction to Human-Computer Interaction ^{1,2}	3
CS/ECE 4570	Wireless Networks and Mobile Systems ^{1,2}	3
CS 4604	Introduction to Data Base Management Systems ^{1,2}	3
CS 4644	Creative Computing Studio ^{1,2}	3
CS 4784	Human-Computer Interaction Capstone ^{1,2}	3
ESM 4015 & ESM 4016	Creative Design and Project and Creative Design and Project ^{1,2}	6
HTM 4354	Information Technology and Social Media in Hospitality and Tourism ²	3
JMC 4264	Social Media Theory and Practice ²	3
MKTG 4254	Product and Price Management ^{1,2}	3
MKTG 4404	Field Practicum in Marketing (by arrangement only) ^{1,2}	3
MKTG 4974	Independent Study (by arrangement only) ²	1-19
MKTG 4994	Undergraduate Research (by arrangement only) ²	1-19
SBIO 3124	Paper and Paperboard Packaging ^{1,2}	3
SBIO 3445 & SBIO 3446	Entrepreneurial Wood Design and Innovation and Entrepreneurial Wood Design and Innovation ^{1,2}	6
SBIO 4024	Packaging Design for Global Distribution ^{1,2}	3

¹ **Pre-requisites:** Students are responsible for ensuring they have met necessary pre-requisites for all courses. Please refer to the Undergraduate Catalog or academic advisor.

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