PAMPLIN COLLEGE OF
BUSINESS
VIRGINIA TECH

Department of Marketing Management
Bachelor of Science in Business
Major: **Marketing Management**
Option: **Digital Marketing Strategy (DMS)**
For students graduating in calendar year 2022 and
for student date of entry under UG Catalog 2020-2021

APPROVED
COMMISSION ON UNDERGRADUATE
STUDIES AND POLICIES

YEAR ONE

FALL SEMESTER	✦	Credits		SPRING SEMESTER	✦	Credits
ACIS 1504: Introduction to Business Analytics & Business Intelligence[1,2]	M	3		ACIS 2115: Principles of Accounting[1,2]	M	3
MATH 1524: Business Calculus[1,2]	5f	4		ECON 2005: Principles of Economics[1,2]	3	3
MGT 1104: Foundations of Business[2]	M	3		*BIT 2405: Introduction to Business Statistics, Analytics, & Modeling[1,2]	5f	3
ENGL 1105: First-Year Writing or COMM 1015: Communication Skills	1f	3		*ENGL 1106: First-Year Writing or *COMM 1016: Communication Skills	1f	3
PSYC 1004: Introductory Psychology or SOC 1004: Introductory Sociology	M	3		Critical Thinking in the Humanities	2	3
Total		16		Total		15

YEAR TWO

FALL SEMESTER	✦	Credits		SPRING SEMESTER	✦	Credits
*ACIS 2116: Principles of Accounting[1,2]	C	3		#MKTG 3104: Marketing Management[2]	C	3
*ECON 2006: Principles of Economics[1,2]	3	3		*#FIN 3104: Introduction to Finance[2]	C	3
*BIT 2406: Introduction to Business Statistics, Analytics, & Modeling[1,2]	5a	3		HTM or MGT 2314: Introduction to International Business[2]	C	3
Reasoning in the Natural Sciences	4	3		Critical Thinking in the Humanities	2	3
Critique & Practice in the Arts	6a	3		Reasoning in the Natural Sciences	4	3
Free Elective		3		Free Elective		1
Total		18		Total		16

YEAR THREE

FALL SEMESTER	✦	Credits		SPRING SEMESTER	✦	Credits
*#MKTG 4554: Buyer-Seller Relationships	M	3		*#MKTG 4304: Marketing Communications	M	3
*#MKTG 4204: Consumer Behavior	M	3		*#MKTG 4604: Retail Management	O	3
*#MKTG 4154: Marketing Research	M	3		*#MKTG 4254: Product & Price Management	O	3
*#BIT 3414: Operations & Supply Chain Management[2]	C	3		*#MGT 3404: Principles of Management[2]	M	3
Critique & Practice in Design	6d	3		Advanced/Applied Discourse	1a	3
Total		15		Total		15

YEAR FOUR

FALL SEMESTER	✦	Credits		SPRING SEMESTER	✦	Credits
*#MKTG 4644: Marketing, Society, & the Public Interest	M	3		*#MKTG 4754: Strategic Marketing	M	3
*#MKTG 4354: Marketing Channels & Logistics	M	3		*#MKTG 4264: Analytics for Marketing	O	3
*#MKTG DMS Elective (see page 2)	O	3		*#MKTG DMS Elective (see page 2)	O	3
#FIN 3054: Legal & Ethical Environment of Business[2]	C	3		*#MGT 4394: Strategic Management[2]	C	3
Free Elective		3		Critical Analysis of Identity & Equity in the U.S.[3] or Free Elective	7	3
Total		15		Total		15

✦	C = Degree Core Required Course	M = Major Required Course	O = Option Required Course

All other designations identify Pathways General Education requirements https://www.pathways.prov.vt.edu/

MKTG DMS ELECTIVES (choose two – 6 credit hours)

*#ART 4534: Topics in Applied Art & Design Studio	*#CS 3704: Intermediate Software Design & Engineering
*#ART 4504: Topics in Multimedia Studio	*#CS 3714: Mobile Software Development
*#BIT 3424: Intro to Business Analytics Modeling	*#CS 3724: Introduction to Human-Computer Interaction
*#BIT 3434: Advanced Modeling for Business Analytics	*#CS/ECE 4570: Wireless Networks & Mobile Systems
*#BIT 3444: Advanced Business Computing & Applications	*#CS 4604: Introduction to Database Management Systems
*#BIT 3514: Systems Analysis & Design	*#CS 4644: Creative Computing Studio
*#BIT 3524: Database Management & Design	*#CS 4784: Human-Computer Interaction Capstone
*#BIT 3554: Networks, Telecommunications, & Security	*#ESM 4015-4016: Creative Design & Project I & II
*#BIT 4444: Web-Based Decision Support Systems	#HTM 4354: IT & Social Media in HTM
*#BIT 4454: Business Analysis Seminar in IT	#JMC 4264: Social Media Theory & Practice
*#BIT 4474: Global Operations & Info. Technology	*#MKTG 4404: Field Practicum in Marketing (by arrangement only)
*#CHE/MKTG 4144: Bus. & Mktg Strat. for Process Industries	#MKTG 4974: Independent Study (by arrangement only)
*#CMST 3064: Persuasion	#MKTG 4994: Marketing Research (by arrangement only)
#CMST 3124: Interpersonal Communication	*#SBIO 3124: Paper & Paperboard Packaging
*#CS/ CMDA 3634: Comp Sci for Comp. Modeling & Data Analytics	*#SBIO 3445-3446: Entrepreneurial Wood Design & Innovation I & II
*#CS/CMDA 3654: Introductory Data Analytics & Visualization	*#SBIO 4024: Packaging Design for Global Distribution

GENERAL INFORMATION

This checksheet applies to students completing their degrees in calendar year 2022 and for student date of entry under UG Catalog 2020-2021. 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.

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 do not count towards the minimum credit hours required for graduation. Please refer to the Undergraduate Catalog for details.

Pre-requisites: Students are responsible for ensuring they have met necessary pre-requisites for all courses. Courses with pre-requisites are noted with * (e.g. *BIT 2405). Please refer to the Undergraduate Catalog or academic advisor.

Transferring Courses: Requirements and procedures for transferring courses are available 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 # (e.g. #MKTG 3104).

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

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[1] Policy 91: Pamplin students in a business degree program must complete eight business courses (ACIS 1504, MATH 1524, ACIS 2115-2116, BIT 2405-2406, and ECON 2005-2006) 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, MATH 1524, ACIS 2115-2116, BIT 2405-2406, ECON 2005-2006, MGT 1104, HTM or MGT 2314, MGT 3404, MKTG 3104, FIN 3104, FIN 3054, BIT 3414, and MGT 4394).

[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.