# Marketing, BSBA - Digital Marketing Concentration

## BSBA, Marketing Requirements (Digital Marketing Concentration)

- BSBA degree requires 120 credit hours, an overall 2.0 GPA, and a GPA of 2.0 in the 45 credit hours in the Upper Division Business degree requirements and major requirements.
- 12 credit hours of 300 level and above must be taken in the major.
- 12 of the last 18 credit hours must be taken at UAH, with an overall 25% of coursework taken at UAH.
- Grade of C- or higher in MGT 499.
- No more than 60 credit hours from a two-year college can be applied toward a UAH degree.

For UAH degree requirements and graduation application instructions, see [here](http://catalog.uah.edu/undergrad/policies-procedures/application-graduation/).

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| **Area II: Humanities and Fine Arts** | | 12 |
| **Fine Arts** | | 3 |
| ARH 100 | ART HISTORY SURVEY: ANCIENT TO MEDIEVAL | |
| ARH 101 | ART HISTORY SURVEY: RENAISSANCE TO MODERN | |
| ARH 103 | ART HISTORY SURVEY: WORLD ART | |
| ARS 160 | DRAWING: FOUNDATIONS | |
| TH 122 | THEATRE APPRECIATION | |
| TH 123 | INTRO TO FILM STUDIES | |
| MU 100 | INTRO TO MUSIC LITERATURE | |

| **Literature** | | 3-6 |
| EH 207 | READINGS IN LITERATURE & CULTURE I | |
| EH 208 | READINGS IN LITERATURE & CULTURE II | |
| EH 241 | LITERATURE WITHOUT BORDERS | |
| EH 242 | MYTHOLOGY | |
| EH 243 | PROTEST LITERATURE | |
| EH 244 | HEROES &/OR MONSTERS | |
| EH 245 | LOVE &/OR ROMANCE | |
| EH 246 | SPECULATIVE REALITIES | |

<p>| <strong>Humanities and Fine Arts</strong> | | 3-6 |
| CM 113 | Intro to Rhetorical Communication | |
| WLC 101S | INTRO FOREIGN LANG I: SPANISH | |
| or WLC 101A | INTRO FOREIGN LANG I: ARABIC | |
| or WLC 101F | INTRO FOREIGN LANG I: FRENCH | |
| or WLC 101G | INTRO FOREIGN LANG I: GERMAN | |
| or WLC 101J | INTRO FOREIGN LANG I: JAPANESE | |
| or WLC 101R | INTRO FOREIGN LANG I: RUSSIAN | |
| WLC 102S | INTRO FOREIGN LANG II: SPANISH | |
| or WLC 102A | INTRO FOREIGN LANG II: ARABIC | |
| or WLC 102F | INTRO FOREIGN LANG II: FRENCH | |
| or WLC 102G | INTRO FOREIGN LANG II: GERMAN | |
| or WLC 102J | INTRO FOREIGN LANG II: JAPANESE | |</p>
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<td>INTRODUCTION TO WOMEN'S, GENDER, AND SEXUALITY STUDIES</td>
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<td>MA 107</td>
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<td>PRECALCULUS ALGEBRA &amp; TRIG</td>
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<td>MATH PROFESSIONAL APPLICATIONS</td>
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<td>MA 171</td>
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**Natural Sciences (Lab)**  

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CH 123 & CH 126  
GENERAL CHEMISTRY II  
and GENERAL CHEMISTRY LABORATORY II

CH 151 & CH 105  
GENERAL, ORGANIC, BIOCHEMISTRY  
and INTRO CHEMISTRY LAB

PH 100  
CONCEPTUAL PHYSICS

PH 101  
GENERAL PHYSICS I

PH 102  
GENERAL PHYSICS II

PH 111 & PH 114  
GENERAL PHYSICS WITH CALCULUS I  
and GENERAL PHYSICS LAB I

PH 112 & PH 115  
GENERAL PHYSICS WITH CALCULUS II  
and GENERAL PHYSICS LAB II

PH 113 & PH 116  
GENERAL PHYSICS WITH CALCULUS III  
and GENERAL PHYSICS LAB III

**Area IV: History and Social and Behavioral Sciences**

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<td>SOC 103</td>
<td>INTRODUCTION TO CRIMINOLOGY</td>
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* Take either 1 EH (Area II) + 2 HY (Area IV) <OR> 2 EH (Area II) + 1 HY (Area IV). Take no more than six hours in a single discipline in Area II or Area IV.

**Area V: Pre-Professional Courses**

Courses in this area may also fulfill Charger Foundations requirements.

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<td>MSC 287</td>
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<td>MSC 288</td>
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CM 313  BUSINESS & PROFESSIONAL COMM
Select one 300-400 level ECN elective

1 Business students must choose either MA 107, MA 107S, MA 112, or MA 112S in Area III: Mathematics in Charger Foundations to satisfy the prerequisite for MA 120 and score a grade of C- or better.

2 Business students must choose both ECN 142 and ECN 143 to satisfy both Area IV: Social and Behavioral Sciences in Charger Foundations and Area V: Pre Professional Requirements.

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<td>RETAILING POLICY/MANAGEMENT</td>
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<td>or MKT 465</td>
<td>MARKETING EMERGING TECHNOLOGY</td>
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<td>or MKT 465</td>
<td>MARKETING FOR NEW VENTURES</td>
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