









# 2019 - 2020 Major Map

## Marketing (Digital), BS





School/College: W. P. Carey School of Business  
BAMKDIMCBS





**This program's name has changed effective Fall 2025. The previous concentration name was Digital and Integrated Marketing Communications.**



Term 1 0 - 16 Credit Hours <b>Critical course signified by</b> 		Hours	Minimum Grade	Notes
	WPC 101: Student Success in Business	1		<ul style="list-style-type: none"> <li>An SAT, ACT, Accuplacer, IELTS or TOEFL score determines placement into first-year composition courses</li> <li>Mathematics Placement Assessment score determines placement in mathematics course</li> <li>ASU 101 or college-specific equivalent First-Year Seminar required of all freshman students. WPC 101 is the W. P. Carey School course that meets this requirement</li> <li>Join a student <b>club or organization</b></li> <li>Create your first college <b>resume</b></li> </ul>
	CIS 105: Computer Applications and Information Technology (CS)	3	C	
	ENG 101 or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: First-Year Composition	3	C	
	MAT 210: Brief Calculus (MA)	3	C	
	SOC OR PSY course (SB)	3		
	Humanities, Arts and Design (HU) AND Historical Awareness (H)	3		
	Minimum 2.00 GPA ASU Cumulative.			
Term hours subtotal:		16		
Term 2 16 - 31.25 Credit Hours <b>Critical course signified by</b> 		Hours	Minimum Grade	Notes
	COM 100: Introduction to Human Communication (SB) OR COM 225: Public Speaking (L) OR COM 230: Small Group Communication (SB) OR COM 259: Communication in Business and the Professions	3		<ul style="list-style-type: none"> <li>Failure to successfully complete business skills courses in specified term may lead to a delay in graduation. See your <b>academic advisor</b> for more information and options.</li> <li>Attend <b>W. P. Carey</b> and <b>ASU Career Fairs</b></li> <li>Join the W. P. Carey <b>mentorship programs</b></li> <li>Explore student <b>leadership opportunities</b> in W. P. Carey</li> <li>Research <b>study abroad opportunities</b> recommended for your major</li> </ul>
	ECN 211: Macroeconomic Principles (SB) OR ECN 212: Microeconomic Principles (SB)	3	C	
	ENG 101 or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: First-Year Composition	3	C	
	MAT 211: Mathematics for Business Analysis	3	C	
	WPC Career Preparation Course	0.25	C	
	SOC OR PSY course (SB)	3		
	Complete CIS 105 with a grade of "C" or better.			
	Complete ENG 101 OR ENG 105 OR ENG 107 course(s).			
	Complete MAT 210 with a grade of "C" or better.			

 Minimum 2.00 GPA ASU Cumulative.

Term hours subtotal: 15.25

Term 3 31.25 - 47.50 Credit Hours <b>Critical course signified by</b> 	Hours	Minimum Grade	Notes
ACC 231: Uses of Accounting Information I	3	C	<ul style="list-style-type: none"><li>Failure to successfully complete business skills courses in specified term may lead to a delay in graduation. See your <b>academic advisor</b> for more information and options.</li><li>Explore <b>career resources</b>.</li><li>Meet with your <b>W. P. Carey Career Coach</b></li></ul>
ECN 211: Macroeconomic Principles (SB) OR ECN 212: Microeconomic Principles (SB)	3	C	
ECN 221: Business Statistics (CS)	3	C	
WPC Career Preparation Course	0.25	C	
Natural Science - Quantitative (SQ)	4		
General Studies Elective	3		
 Complete ECN 211 OR ECN 212 with a grade of "C" or better.			
 Complete MAT 211 with a grade of "C" or better.			
 Minimum 2.00 GPA ASU Cumulative.			
Complete Mathematics (MA) requirement.			
Term hours subtotal:		16.25	

Term 4 47.50 - 61.50 Credit Hours <b>Critical course signified by</b> 	Hours	Minimum Grade	Notes
ACC 241: Uses of Accounting Information II	3	C	<ul style="list-style-type: none"><li>Failure to successfully complete business skills courses in specified term may lead to a delay in graduation. See your <b>academic advisor</b> for more information and options.</li><li>Attend <b>W. P. Carey</b> and <b>ASU</b> career fairs</li><li>Apply for <b>internships</b> or <b>create</b> one</li><li>Develop your <b>professional online presence</b></li></ul>
Cultural Diversity in the U.S. (C)	3		
Natural Science - Quantitative (SQ) OR Natural Science - General (SG)	4		
General Studies Elective	3		
Upper Division Elective	1		
 Complete ACC 231 with a grade of "C" or better.			
 Complete ECN 221 with a grade of "C" or better.			
 Minimum 2.00 GPA ASU Cumulative.			
Term hours subtotal:		14	

Term 5 61.50 - 76.75 Credit Hours <b>Necessary course signified by</b> 	Hours	Minimum Grade	Notes
 MKT 302: Applied Marketing Management and Leadership (L)	3	C	<ul style="list-style-type: none"><li>Students pursuing concurrent degrees within W. P. Carey cannot share coursework in the major. Major coursework must be unique to each degree program.</li></ul>
FIN 300: Fundamentals of Finance	3	C	

SCM 300: Global Supply Operations	3	C
WPC Career Preparation Course	0.25	C
Upper Division Humanities, Arts and Design (HU)	3	
General Studies Elective	3	
★ Complete ACC 241 with a grade of "C" or better.		
Term hours subtotal:		15.25

- Failure to successfully complete business skills courses in specified term may lead to a delay in graduation. See your [academic advisor](#) for more information and options.
- Meet with your [W. P. Carey Career Coach](#)
- Update your [resume](#)

Term 6 76.75 - 91.75 Credit Hours <b>Necessary course signified by</b> ★	Hours	Minimum Grade	Notes
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★ MKT 352: Marketing Research (L)	3	C
MGT 300: Organization and Management Leadership	3	C
WPC 300: Problem Solving and Actionable Analytics	3	C
Upper Division International Business Course AND Global Awareness (G)	3	C
Elective	3	
★ Complete Cultural Diversity in the U.S. (C) AND Global Awareness (G) AND Historical Awareness (H) course(s).		
Term hours subtotal:		15

- Complete [informational interviews](#)
- Complete an in person or virtual practice interview with your [W. P. Carey Career Coach](#)

Term 7 91.75 - 106.75 Credit Hours <b>Necessary course signified by</b> ★	Hours	Minimum Grade	Notes
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★ MKT 402: Consumer Behavior	3	C
ENG 302: Business Writing (L)	3	
LES 305: Business Law and Ethics for Managers	3	C
Upper Division Digital & Integrated Marketing Communications Concentration Elective	3	C
Elective	3	
Term hours subtotal:		15

- Digital & Integrated Marketing Communication concentration electives must be taken at ASU
- If chosen as a concentration elective, MKT 493 Honors Thesis subject must be Advertising, Brand Management, or Digital Marketing
- All upper-division Business Core classes (including International Business course) must be completed before enrolling in WPC 480
- Attend [W. P. Carey](#) and [ASU Career Fairs](#)
- Gather [professional references](#)
- Update your [resume](#)

Term 8 106.75 - 120.00 Credit Hours <b>Necessary course signified by</b> ★	Hours	Minimum Grade	Notes
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★ MKT 442: Services Marketing Strategy OR MKT 452: Business-to-Business Marketing Strategy OR MKT 462: Competitive Marketing Strategy	3	C
★ WPC 480: W. P. Carey Capstone Course (L)	3	C

- Digital & Integrated Marketing Communication concentration electives must be taken at ASU
- If chosen as a concentration elective, MKT 493 Honors Thesis subject must be Advertising, Brand Management, or Digital Marketing

Complete 2 courses: Upper Division Digital & Integrated Marketing Communications Concentration Elective	6	C	<ul style="list-style-type: none"> <li>Apply for full-time career opportunities</li> </ul>
WPC Career Preparation Course	0.25	C	
Upper Division Elective	1		
Term hours subtotal:		13.25	

- Courses that qualify as meeting the General Studies course requirements can be any non-business university General Studies course (C, CS, G, H, HU, L, MA, SB, SG, SQ) or any course from the additional lists below. Please consult the Schedule of Classes for prerequisite requirements before registration to determine if you are eligible to take the course.
  - Choose three Upper Division Digital & Integrated Marketing Communication Concentration Electives.
  - Digital & Integrated Marketing Communication concentration electives must be taken at ASU.
  - If chosen as a concentration elective, MKT 493 Honors Thesis subject must be Advertising, Brand Management, or Digital Marketing.

Hide Course List(s)/Track Group(s)

WPC Career Preparation Courses (1 credit hr total)	WPC Career Preparation Courses - Transfer Student Track (1 credit hr total)	Digital & Integrated Marketing Communications Concentration Electives - select three courses (9 credit hours)
WPC 148: Freshman Career Preparation	WPC 347: Intermediate Career Preparation	
WPC 248: Sophomore Career Preparation	WPC 348: Junior Career Preparation	MKT 355: Designing Brand Identity: Methods and Digital Tools
WPC 348: Junior Career Preparation	WPC 448: Intensive Career Preparation or WPC 449: Campus to Career	MKT 365: Advertising and Beyond: Customer-Centric Brand Development
WPC 448: Intensive Career Preparation or WPC 449: Campus to Career		MKT 440: Creating Digital Experiences
		MKT 450: Social Media and Content Marketing
		MKT 455: Brand Management
		MKT 472: Immersive Brand Experience I: Intelligence, Insights and Strategy
		MKT 473: Immersive Brand Experience II: Creative, Media and Measures
		MKT 484: Learning Through Internship or MKT 493: Honors Thesis (L)

Upper Division International Business Course - select one course (3 credit hours)	General Studies Electives	General Studies Electives Continued
AGB 302: International Management and Agribusiness (G)	BIO 320: Fundamentals of Ecology	LAT 101: Elementary Latin
ECN 306: Survey of International Economics (SB & G)	CHI 205: Chinese Calligraphy	LAT 102: Elementary Latin
MGT 302: Principles of International Business (G)	COM 207: Introduction to Communication Inquiry	MAT 242: Elementary Linear Algebra
MKT 425: Global Marketing Management (G)	COM 259: Communication in Business and the Professions	MAT 243: Discrete Mathematical Structures
SCM 463: Global Supply Chain Management (G)	COM 281: Communication Activities	MAT 310: Introduction to Geometry
	COM 310: Relational Communication	MAT 342: Linear Algebra
	COM 312: Communication, Conflict, and Negotiation	MAT 370: Intermediate Calculus
	COM 317: Nonverbal Communication	MAT 371: Advanced Calculus I
	COM 341: Social Contexts for Performance	MAT 372: Advanced Calculus II
	COM 414: Crisis Communication	MAT 410: Introduction to General Topology
	COM 430: Leadership in Group Communication	MAT 415: Introduction to Combinatorics
	COM 453: Communication Training and Development	MAT 416: Introduction to Graph Theory
	COM 465: Intercultural Communication Workshop	MAT 442: Advanced Linear Algebra
	ENG 210: Introduction to Creative Writing	MAT 443: Introduction to Abstract Algebra
	ENG 213: Introduction to the Study of Language	MAT 444: Intermediate Abstract Algebra
	ENG 310: Intermediate Creative Writing	MAT 445: Theory of Numbers
	ENG 314: Modern Grammar	MAT 460: Vector Calculus
	ENG 345: Selected Authors or Issues	MAT 461: Applied Complex Analysis
	FAS 301: Introduction to Parenting	MAT 462: Applied Partial Differential Equations
	GCU 433: Geography of Southeast Asia	MAT 472: Intermediate Real Analysis I
	GRK 101: Elementary Ancient Greek	MAT 475: Differential Equations
	GRK 201: Intermediate Ancient Greek	MAT 485: History of Mathematics
	HST 389: Japan Society and Values/Premod	POR 101: Elementary Portuguese
	IDN 101: Elementary Indonesian I	ROM 101: Elementary Romanian
	IDN 102: Elementary Indonesian II	ROM 201: Intermediate Romanian
	JPN 206: Japanese Calligraphy	ROM 313: Romanian Composition and Conversation
	JPN 414: Introduction to Classical Japanese	ROM 314: Romanian Composition and Conversation
	KOR 101: First-Year Korean I	RUS 101: Elementary Russian I
	KOR 102: First-Year Korean II	RUS 101: Elementary Russian I
		SHS 101: American Sign Language I
		SHS 102: American Sign Language II
		SHS 201: American Sign Language III
		SHS 202: American Sign Language IV
		SPA 101: Elementary Spanish I
		SPA 102: Elementary Spanish II
		SPA 111: Fundamentals of Spanish

**Total Hours:** 120  
**Upper Division Hours:** 50 minimum  
**Major GPA:** 2.00 minimum  
**Cumulative GPA:** 2.00 minimum  
**Total hrs at ASU:** 30 minimum  
**Hrs Resident Credit for Academic Recognition:** 56 minimum  
**Total Community College Hrs:** 64 maximum

### General University Requirements Legend

General Studies Core Requirements:

- Literacy and Critical Inquiry (L)
- Mathematical Studies (MA)
- Computer/Statistics/Quantitative Applications (CS)
- Humanities, Arts and Design (HU)
- Social-Behavioral Sciences (SB)
- Natural Science - Quantitative (SQ)
- Natural Science - General (SG)

General Studies Awareness Requirements:

- Cultural Diversity in the U.S. (C)
- Global Awareness (G)
- Historical Awareness (H)

First-Year Composition

General Studies designations listed next to courses on the major map were valid for the 2019 - 2020 academic year. Please refer to the course catalog for current General Studies designations at time of class registration. General Studies credit is applied according to the designation the course carries at the time the class is taken.