







# 2024 - 2025 Major Map


## Marketing (Digital), BS

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


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>ASU 101 or college-specific equivalent First-Year Seminar required of all first-year students. WPC 101 is the W. P. Carey School course that meets this requirement</li> <li>Join a student <b>club</b> or <b>organization</b></li> <li>Create your first college <b>resume</b></li> </ul>
CIS 105: Computer Applications and Information Technology (QTRS OR 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 (MATH OR MA)	3	C	
SOC Elective AND Social and Behavioral Sciences (SOBE)	3		
Humanities, Arts and Design (HUAD)	3		
Term hours subtotal:	16		


Term 2 16 - 31.25 Credit Hours <b>Critical course signified by</b> 	Hours	Minimum Grade	Notes
ECN 211: Macroeconomic Principles (SOBE OR SB)	3	C	<ul style="list-style-type: none"> <li>WPC 150 is required of all first-year business students. Transfer students will not be required to complete WPC 150 and will instead complete three hours of elective credit.</li> <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 student <b>leadership opportunities</b> in W. P. Carey</li> <li>Research <b>study abroad opportunities</b> recommended for your major</li> </ul>
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	
PSY Elective AND Social and Behavioral Sciences (SOBE)	3		
WPC 148: First-Year Introduction to Career Development	0.25	C	
WPC 150: Business and Society	3	C	
 Complete ENG 101 OR ENG 105 OR ENG 107 course(s).			
 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>Continuing first-year students will take WPC 248, after completing WPC 148</li> <li>New transfer students will take WPC 347</li> </ul>
COM 259: Communication in Business and the Professions (CIVI)	3		


ECN 212: Microeconomic Principles (SOBE OR SB)	3	C
ECN 221: Business Statistics (QTRS OR CS)	3	C
WPC 248: Sophomore Career Narrative Design OR WPC 347: Intermediate Career Management	0.25	C
Scientific Thinking in Natural Sciences (SCIT)	4	
 Complete Mathematics (MATH) requirement.		
Term hours subtotal:		16.25


- Explore [career resources](#)
- Develop your [professional online presence](#)
- Meet with your [W. P. Carey Career Coach](#)
- Attend [W. P. Carey](#) and [ASU Career Fairs](#)

<b>Term 4 47.50 - 63.50 Credit Hours <span style="color: red;">Critical course signified by </span></b>	<b>Hours</b>	<b>Minimum Grade</b>	<b>Notes</b>
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ACC 241: Uses of Accounting Information II	3	C
Humanities, Arts and Design (HUAD)	3	
Scientific Thinking in Natural Sciences (SCIT)	4	
<i>Complete 2 courses:</i> Elective	6	
 Minimum 2.00 GPA ASU Cumulative.		
Term hours subtotal:		16

- 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.
- Attend [W. P. Carey](#) and [ASU career fairs](#)
- Apply for [internships](#) or [create one](#)

<b>Term 5 63.50 - 78.75 Credit Hours <span style="color: red;">Necessary course signified by </span></b>	<b>Hours</b>	<b>Minimum Grade</b>	<b>Notes</b>
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 MKT 302: Strategic Marketing Management (L)	3	C
FIN 300: Fundamentals of Finance	3	C
SCM 300: Global Supply Operations (SUST)	3	C
WPC 348: Junior Networking Foundations	0.25	C
American Institutions (AMIT)	3	
Elective	3	
Term hours subtotal:		15.25

- Students pursuing concurrent degrees within [W. P. Carey](#) cannot share coursework in the major. Major coursework must be unique to each degree program.
- 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](#)

<b>Term 6 78.75 - 93.75 Credit Hours <span style="color: red;">Necessary course signified by </span></b>	<b>Hours</b>	<b>Minimum Grade</b>	<b>Notes</b>
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 MKT 352: Marketing Research (L)	3	C
 Upper Division International Business Course AND Global Communities, Societies and Individuals (GCSI)	3	C
ENG 302: Business Writing (L)	3	
MGT 300: Principles of Management and Leadership	3	C
WPC 300: Problem Solving and Actionable Analytics (QTRS)	3	C

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

Term 7 93.75 - 107.75 Credit Hours <b>Necessary course signified by</b> ★	Hours	Minimum Grade	Notes
★ MKT 402: Consumer Behavior	3	C	<ul style="list-style-type: none"> <li>Digital &amp; Integrated Marketing Communication concentration electives must be taken at ASU</li> <li>If chosen as a concentration elective, MKT 493 Honors Thesis subject must be Advertising, Brand Management, or Digital Marketing</li> <li>All upper-division Business Core classes (including International Business course) must be completed before enrolling in WPC 480</li> <li>Attend <a href="#">W. P. Carey</a> and <a href="#">ASU Career Fairs</a></li> <li>Gather <a href="#">professional references</a></li> <li>Update your <a href="#">resume</a></li> </ul>
LES 305: Business Law and Ethics for Managers	3	C	
<b>Complete 2 courses:</b> Upper Division Digital & Integrated Marketing Communications Concentration Elective	6	C	
Upper Division Elective	2		
★ Complete FIN 300 AND LES 305 AND MGT 300 AND International Business Course (GCSI) AND MKT 300 AND SCM 300 AND WPC 300 course(s).			
Term hours subtotal:	14		

Term 8 107.75 - 120.00 Credit Hours <b>Necessary course signified by</b> ★	Hours	Minimum Grade	Notes
★ MKT 440: Creating Digital Experiences	3	C	<ul style="list-style-type: none"> <li>Digital &amp; Integrated Marketing Communication concentration electives must be taken at ASU</li> <li>If chosen as a concentration elective, MKT 493 Honors Thesis subject must be Advertising, Brand Management, or Digital Marketing</li> <li>Apply for <a href="#">full-time career opportunities</a></li> </ul>
★ WPC 480: W. P. Carey Capstone Course (L)	3	C	
WPC 448: Senior Career Transition Management	0.25	C	
Upper Division Digital & Integrated Marketing Communications Concentration Elective	3	C	
Upper Division Elective	3		
Term hours subtotal:	12.25		

- 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.
  - Maximum three hours from MKT 484 can be applied towards the Upper Division DIMC Elective.

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

Digital & Integrated Marketing Communications Concentration Elective - select three courses (9 credit hours)

MKT 385: Digital Media Marketing

MKT 412: Innovations in Marketing

MKT 420: Retail Management

MKT 435: Entrepreneurial Marketing

MKT 450: Social Media and Content Marketing

Upper Division International Business Course - select one course (3 credit hours)

AGB 302: International Management and Agribusiness (GCSI OR G)

ECN 306: Survey of International Economics (GCSI OR SB & G)

MGT 302: Principles of International Business (GCSI OR G)

MKT 472: Immersive Brand Experience I: Intelligence, Insights and Strategy

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MKT 484: Internship

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(Maximum three credits of MKT 484 may be applied towards the major)

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MKT 493: Honors Thesis (L)

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MKT 494: Influencer Marketing

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MKT 425: Global Marketing Management (GCSI OR G)

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SCM 463: Global Supply Chain Management (GCSI OR G)

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- **Total Hours:** 120
- **Upper Division Hours:** 50 minimum
- [University Undergraduate Graduation Requirements](#)

**Notes:**

Mathematics Placement Assessment score determines placement in first mathematics course.

General Studies designations listed next to courses on the major map were valid for the 2024 - 2025 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.