

# BUSINESS ANALYTICS - MARKETING EMPHASIS REQUIREMENTS (BBA)

Code	Title	Units
<b>Major Requirements - 27 units</b> <sup>1,2</sup>		
ECON 345	ECONOMETRICS	3
or STAT 342	APPLIED STATISTICS	
ITSCM 180	INTRODUCTION TO PROGRAMMING FOR BUSINESS APPLICATIONS	3
ITSCM 230	INTRODUCTION TO BUSINESS ANALYTICS	3
ITSCM 314	DATABASE DESIGN AND ADMINISTRATION	3
or ITSCM 773	DATA FOUNDATIONS FOR BUSINESS ANALYTICS	
ITSCM 382	DATA VISUALIZATION AND STORYTELLING IN BUSINESS	3
or ITSCM 410	BUSINESS PROCESS ANALYTICS & MANAGEMENT	
or ITSCM 776	BUSINESS PROCESS INNOVATION AND MANAGEMENT	
or ITSCM 779	VISUAL ANALYTICS FOR BUSINESS	
ITSCM 384	APPLIED DATA MINING & ARTIFICIAL INTELLIGENCE FOR BUSINESS	3
or ITSCM 414	TEXT MINING & GENERATIVE AI	
<b>Select 9 units:</b>		<b>9</b>
MARKETNG 351	INTRODUCTION TO DIGITAL MARKETING	
MARKETNG 352	SOCIAL MEDIA AND CONTENT MARKETING	
MARKETNG 353	ADVANCED DIGITAL MARKETING AND ARTIFICIAL INTELLIGENCE	
or MARKETNG 702	DIGITAL MARKETING	
MARKETNG 420	CONSUMER BEHAVIOR	
or MARKETNG 703	CONSUMER INSIGHT & CUSTOMER EXPERIENCE	
MARKETNG 445	MARKETING ANALYTICS AND ARTIFICIAL INTELLIGENCE	
or MARKETNG 704	ARTIFICIAL INTELLIGENCE IN MARKETING	
MARKETNG 493	INTERNSHIP IN MARKETING	
<b>Total Units</b>		<b>27</b>

<sup>1</sup> Minimum 2.50 GPA in the major required for graduation. Maximum of 2 transfer courses and 3 units of independent study (498) allowed.

<sup>2</sup> Maximum of 12 graduate level credits can be used towards the major. Business and Economics graduate level courses are only offered online and are charged at the CoBE online graduate rate. Graduate courses (500+) may have additional requirements prior to enrollment by undergraduate students. See the Seniors Taking Graduate Courses Policy for further information.