



Bachelor of Science in Business Administration (BSBA) Major:
 Digital Marketing & Analytics Concentration

Effective for 2023/2024
 academic year

Fall Semester

Winter Semester

Total
 Credits

Freshman Year	BA 1000 (1)	BA 2300 (3)	BA 3400 (3)	MGT 2530 (3)	30
	BA 1500 (3)	ENG 1020 - BC (3)	Civic Literacy - CIV (3)	ECO 2010 - SI (4)	
	PSY 1010 (4) - NSIL		ENG 3010 or ENG 3050 - ICN (3)		
	Semester Total Credits = 14		Semester Credits = 16		
Sophomore Year	ACC 3010 (3)	ISM 3630 (3)	ACC 3020 (3)	FIN 3290 (3)	31
	ECO 2020 (4)	MKT 2300 (3)	COM 1010 (3)	GSC 3600 (3)	
	Natural Sciene Inquiry - NSI (3)		Diversity Equity & Inclusion - DEI (3)		
	Semester Total Credits = 16		Semester Totals = 15		
Junior Year	MKT 5410 (3)	BLW 2510 (3)	MKT 5450 (3)	MKT 5800(3)	30
	Cultural Inquiry - CI (3)	Global Learning - GL (3)	COM 3300 (3)	Free Elective (3)*	
	Free Elective (3)*		Free Elective (3)*		
	Semester Total Credits = 15		Semester Total Credits = 15		
Senior Year	Free Elective (3)*	MKT 6996 (3)	MKT 5511, 5512 or 5510 (3)		29
	Free Elective (3)*	Free elective (3)*	Free Elective (4)*	MGT 6890 (3)	
	MKT 5511, 5512 or 5510 (3)		Free Elective (4)*		
	Semester Total Credits = 15		Semester Total Credits = 14		

Legend:

Business Foundation

General Education/Competency

Business Core

Major

Free Electives*

120

*26 credits of free electives are required for the degree. Students can apply these credits towards an internship for credit, a double major within business or adding a minor. See an advisor for more information.

Success Outside of the Classroom

Advising

- ❖ Meet with an advisor once per semester
- ❖ Mandatory advising for students ranked as Freshman for fall and winter registration
- ❖ Develop a roadmap for degree completion
- ❖ Discuss options for the 26 credits of free electives you will need to complete

Career Planning & Placement

- ❖ Set up your Handshake account -www.joinhandshake
- ❖ Participate in fall and winter career fairs
- ❖ Attend marketing related recruitment events posted in Handshake
- ❖ Prepare for at least one marketing internship
- ❖ Complete CPP's placement survey before graduation

Get Involved

- ❖ Join a student organization
 - ❖ University wide - getinvolved.wayne.edu
 - ❖ Ilitch School - ilitchbusiness.wayne.edu/orgs