

# DIGITAL MARKETING MAJOR

## Degree Requirements

All students are required to complete overall degree requirements in addition to their major. Please see Degree Completion Requirements (<https://catalog.hiram.edu/undergraduate/student-academic-responsibilities-performance/degree-completion-requirements/>) for full details for students entering in the 2024-2025 catalog year.

Those students who started at Hiram prior to the 2024-2025 academic year will follow the Degree Requirements outlined in your catalog of record.

## Major Requirements

Students may only double major in two disciplines from the Scarborough School of Business & Communication with permission from the program faculty. Students must develop a proposal to outline how they will achieve breadth of knowledge in the two disciplines chosen.

### Required Core Courses - 46 credits

Code	Title	Hours
ACCT 10100	ACCOUNTING & BUSINESS BASICS	1
ACCT 22600	MANAGERIAL ACCOUNTING	3
ECON 20100	PRIN OF MICROECONOMICS:MM	4
MATH 10800	STATISTICS:MM	4
MGMT 11800	ORGANIZATIONAL BEHAVIOR:CA	4
MKTG 15500	PRINCIPLES OF MARKETING:CA	4
MKTG 26500	SOCIAL MEDIA COMMUNICATION	4
MKTG 31800	CONSUMER BEHAVIOR	3
MKTG 35400	CAPSTONE DEVELOPMENT	3
MKTG 35500	MARKETING RESEARCH	3
MKTG 48000	MARKETING SENIOR SEMINAR	4
DMKT 30100	EMAIL MARKETING	3
DMKT 31500	SEO AND SEM	3
DMKT 40100	DIGITAL MARKETING ANALYTICS	3
DMKT 40500	VIRAL AND ORGANIC GROWTH	3

### Elective Courses - 6-8 credits

Choose any two courses:

Code	Title	Hours
ACCT 22500	FINANCIAL ACCOUNTING:CA	4
COMM 24500	PUBLIC RELATIONS	4
ECON 20200	PRINCIPLES OF MACROECONOMICS	4
ENTR 20510	ENTR MIND/CREAT&INNOVATION:CM	4
MGMT 32210	ORGANIZATIONAL COMMUNICATION	4
MKTG 24900	PRINCIPLES OF ADVERTISING	3
MKTG 30300	INTEGRATED MARKETING COMM	4
MKTG 36100	MULTINATIONAL MARKETING:EW	4

## Pathway

Course	Title	Hours	Term
<b>First Year</b>			
<b>Fall 12 Week</b>			
UCS 10101	FIRST-YEAR ENDURING QUESTIONS	4	_____
ECON 20100	PRIN OF MICROECONOMICS:MM	4	_____
ACCT 10100	ACCOUNTING & BUSINESS BASICS	1	_____
Hiram Core Requirement, Elective, or Minor Course		4	_____
<b>Hours</b>		<b>13</b>	
<b>Fall 3 Week</b>			
Hiram Core Requirement		3-4	_____
<b>Hours</b>		<b>3-4</b>	
<b>Spring 12 Week</b>			
UCS 20201	ADDRESSING URGENT QUESTIONS	4	_____
MGMT 11800 or MKTG 15500	ORGANIZATIONAL BEHAVIOR:CA or PRINCIPLES OF MARKETING:CA	4	_____
Hiram Core Requirement, Elective, or Minor Course		4	_____
<b>Hours</b>		<b>12</b>	
<b>Spring 3 Week</b>			
ACCT 22600	MANAGERIAL ACCOUNTING	3	_____
<b>Hours</b>		<b>3</b>	
<b>Second Year</b>			
<b>Fall 12 Week</b>			
MGMT 11800 or MKTG 15500	ORGANIZATIONAL BEHAVIOR:CA or PRINCIPLES OF MARKETING:CA	4	_____
Hiram Core Requirement, Elective, or Minor Course		4	_____
Hiram Core Requirement, Elective, or Minor Course		4	_____
<b>Hours</b>		<b>12</b>	
<b>Fall 3 Week</b>			
MKTG 31800	CONSUMER BEHAVIOR	3	_____
<b>Hours</b>		<b>3</b>	
<b>Spring 12 Week</b>			
MATH 10800	STATISTICS:MM	4	_____
DMKT 30100	EMAIL MARKETING	3	_____
Hiram Core Requirement, Elective, or Minor Course		4	_____
<b>Hours</b>		<b>11</b>	
<b>Spring 3 Week</b>			
Hiram Core Requirement, Elective, or Minor Course		3	_____
<b>Hours</b>		<b>3</b>	
<b>Third Year</b>			
<b>Fall 12 Week</b>			
MKTG 26500	SOCIAL MEDIA COMMUNICATION	4	_____
MKTG 35400	CAPSTONE DEVELOPMENT	3	_____
Hiram Core Requirement, Elective, or Minor Course		4	_____

Hiram Core Requirement, Elective, or Minor Course		3-4	_____
<b>Hours</b>		<b>14-15</b>	
<b>Fall 3 Week</b>			
Hiram Core Requirement, Elective, or Minor Course		3-4	_____
<b>Hours</b>		<b>3-4</b>	
<b>Spring 12 Week</b>			
UCS 30301	URGENT CHALLENGE SEMINAR:TT	4	_____
DMKT 31500	SEO AND SEM	3	_____
Hiram Core Requirement, Elective, or Minor Course		4	_____
<b>Hours</b>		<b>11</b>	
<b>Spring 3 Week</b>			
MKTG 35500	MARKETING RESEARCH	3	_____
<b>Hours</b>		<b>3</b>	
<b>Fourth Year</b>			
<b>Fall 12 Week</b>			
DMKT 40100	DIGITAL MARKETING ANALYTICS	3	_____
Hiram Core Requirement, Elective, or Minor Course		4	_____
Hiram Core Requirement, Elective, or Minor Course		4	_____
<b>Hours</b>		<b>11</b>	
<b>Fall 3 Week</b>			
Hiram Core Requirement, Elective, or Minor Course		3-4	_____
<b>Hours</b>		<b>3-4</b>	
<b>Spring 12 Week</b>			
MKTG 48000	MARKETING SENIOR SEMINAR	4	_____
DMKT 40500	VIRAL AND ORGANIC GROWTH	3	_____
Hiram Core Requirement, Elective, or Minor Course		4	_____
<b>Hours</b>		<b>11</b>	
<b>Spring 3 Week</b>			
Hiram Core Requirement, Elective, or Minor Course		3-4	_____
<b>Hours</b>		<b>3-4</b>	
<b>Total Hours</b>		<b>119-124</b>	