

Bay State College B.S. in Marketing to Regis BS in Digital Marketing (121 Credits)

Students are expected to review and track their own progress towards completion of degree requirements in consultation with their academic advisor. This is provided as a sample guide.

Year 1

Fall Semester		
Course		Credits
EN 105	Writing Seminar EN 111	3
MT 203	Leadership Management MAN 102	3
RC 101	First Year Seminar COR 103B	3
MT 235	Software Applications CIS 103	3
MT 222	Principles of Marketing MKT 210	3
Total		15

Spring Semester		
Course		Credits
EC 208	Economics in Film (CORE-FYS-linked course)	3
MT 204	Organizational Behavior MAN 240	3
CORE	Introduction to Philosophy	3
EN 106	Critical Reading, Thinking & Writing COR 102B	3
CO 203	Intro to Communication	3
Total		15

YEAR 2

Fall Semester		
Course		Credits
CORE	Literature	3
CORE	History	3
CO 247	Digital Storytelling MKT 328	3
CORE	Expressive Arts	3
ELEC	Open Elective	3
Total		15

Spring Semester		
Course		Credits
MT 210	Managerial Accounting ACC 110	3
MT 223	Consumer Behavior MKT 213	3
CORE	Ethical Reasoning COR 201B	3
ELEC	Open Elective	3
CORE	Mathematics	3
Total		15

YEAR 3

Fall Semester		
Course		Credits
CORE	Natural Science I Science	3
ID 413	Internship Seminar MAN 499	3
MT 417	Email Marketing MKT 330	3
MINOR	Minor	3
ELEC	Elective	3
Total		15

Spring Semester		
Course		Credits
MT 352	E-Commerce MKT 426	3
CORE	Natural Science II	4
MT 418	Search Engine Optimization & Mktg MKT 326	3
ELEC	Elective	3
MINOR	Minor	3
Total		16

YEAR 4

Fall Semester		
Course		Credits
MT 420	Marketing Strategy MAN 412	3
CO 320	Social Media MKT 327	3
ELEC	Elective	3
ELEC	Elective	3
MINOR	Minor	3

Spring Semester		
Course		Credits
MT 419	Digital Marketing Analytics MAN 450	3
CORE	Public Speaking COR 105B	3
ID 414	Elective	3
ELEC	Elective	3
MINOR	Minor	3