

PROGRAM OF STUDY/PLAN DE ESTUDIOS
Bachelor of Science in Digital Marketing
Marketing Digital- Nivel Bachelor

PRIMER PERIODO								
Course Number /CODIGO		Course Title CURSOS	PREREQUISITE/ PRE-REQUISITO		HT	HP	TH	CREDITS/ CREDITOS
ETH	101	Ethics and Social Responsibility						3
MAT	101	Basic Mathematics						3
PSY	101	Introduction to Psychology						3
SOC	101	Introduction to Sociology						3
SUB-TOTAL								12

SEGUNDO PERIODO								
CODIGO		CURSOS	PRE-REQUISITO		HT	HP	TH	
MAT	105	College Mathematics	MAT	101				3
COM	204	Writing and Composition						3
STA	201	Introduction to Statistics						3
ARH	250	Art History						3
SUB-TOTAL								12

TERCER PERIODO								
CODIGO		CURSOS	PRE-REQUISITO		HT	HP	TH	CREDITOS
ENG	201	English Composition I						3
CRT	210	Critical Thinking						3
STA	301	Applied Statistics						3
ECO	260	Micro Economics						3
SUB-TOTAL								12

CUARTO PERIODO								
CODIGO		CURSOS	PRE-REQUISITO		HT	HP	TH	CREDITOS
ECO	280	Macro Economics	ECO	260				3
ECO	230	E-commerce						3
MAN	315	Business Ethics						3
ACG	200	Accounting I						3
SUB-TOTAL								12

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QUINTO PERIODO								
CODIGO		CURSOS	PRE-REQUISITO		HT	HP	TH	CREDITOS
BUL	300	Business Law						3
MAN	320	Project Management						3
FIN	390	Finance for Business						3
ACG	210	Accounting II	ACG	200				3
								12

SEXTO PERIODO								
CODIGO		CURSOS	PRE-REQUISITO		HT	HP	TH	CREDITOS
SMG	320	Sales Management						3
HR	300	Human Resources Administration						3
BUS	311	Quantitative Methods and Analysis						3
MGM	310	Management Information Systems	MAN	320				3
SUB-TOTAL								12

SEPTIMO PERIODO								
CODIGO		CURSOS	PRE-REQUISITO		HT	HP	TH	CREDITOS
OCC	301	Oral Communication						3
MKT	345	Sustainability, Markets, and Society						3
MKT	380	Marketing Research						3
MA	350	Human Resources Management	HR	300				3
SUB-TOTAL								12

OCTAVO PERIODO								
CODIGO		CURSOS	PRE-REQUISITO		HT	HP	TH	CREDITOS
MKT	330	Corporate Social Responsibility						3
COM	304	Strategic Public Relations and Integrated Communications	OCC	301				3
MKT	315	Consumer Behavior						3
SOM	305	Social media and strategic communication						3
SUB-TOTAL								12

NOVENO PERIODO								
CODIGO		CURSOS	PRE-REQUISITO		HT	HP	TH	CREDITOS
MKT	320	Social Media Marketing Campaigns						3

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MKT	321	Marketing Plan	MKT	380				3
MKT	310	Social Media Marketing Strategies	SOM	305				3
MKT	410	Integrated Marketing Communication						3
								12

DECIMO PERIODO								
CODIGO		CURSOS	PRE-REQUISITO		HT	HP	TH	CREDITOS
MAN	430	Strategic Management						3
COM	402	Communication Process	COM	304				3
MAN	419	Project Management						3
CAP	410	Capstone						3
								12
				TOTAL				120