

BUSINESS MAJOR: DIGITAL MARKETING OPTION (A.S.)

<https://cps.unh.edu/online/program/as/business-digital-marketing-option>

Description

The Associate in Science degree in Business is designed for students interested in gaining a solid foundation in the field of business. The program includes an overview of general management theory and introduces students to the fundamental concepts of economics, marketing, finance, and organizational behavior. Students are able to further customize their degree by choosing from an array of three-course concentrations to gain specialized knowledge. This degree prepares students for a smooth transition to the B.S. in Business Management or related degree.

Requirements

Degree Requirements

Minimum Credit Requirement: 60 credits

Minimum Residency Requirement: 16 credits must be taken at UNH

Minimum GPA: 2.0 required for conferral*

Core Curriculum Required: General Education Program

Major, Option, and Elective Requirements as indicated.

*Major GPA requirements as indicated.

General Education Program Requirements

A minimum grade of D- is required in all General Education coursework. Students are allowed a maximum of one course overlap between the Major and General Education areas.

| Code | Title | Credits |
|--|--|-----------|
| ENG 420 | The Writing Process | 4 |
| COM 460 | Interpersonal Communication and Group Dynamics | 4 |
| COM 480 | Visual Communication | 4 |
| CRIT 501 | Introduction to Critical Inquiry | 4 |
| Select one of the following: | | 4 |
| MTH 402 | Math for Our World | |
| MTH 504 | Statistics | |
| MTH 510 | Pre-Calculus | |
| Knowledge of Human Behavior & Social Systems | | 4 |
| Knowledge of the Physical & Natural World | | 4 |
| Knowledge of Human Thought & Expression | | 4 |
| Total Credits | | 32 |

Major Requirements

A minimum grade of C- is required in all Major and Option coursework. Students are allowed a maximum of one course overlap between the Major/Option and General Education areas.

| Code | Title | Credits |
|--------------------------|---------------------------------|---------|
| Major in Business | | |
| APST 405 | Career Development and Planning | 2 |
| CMPL 402 | Excel | 2 |

| | | |
|--|---|-----------|
| MGMT 410 | Principles of Management | 4 |
| Select two of the following: | | 8 |
| Students should not take both ACCT 532 and MGMT 569 as part of their major elective group. | | |
| ACCT 532 | Financial Accounting | |
| or ECO 470 | Principles of Economics | |
| or HRM 420 | Human Resource Management | |
| or MGMT 569 | Budget Management | |
| Option in Digital Marketing | | |
| MKT 510 | Principles of Marketing | 4 |
| MKT 517 | Consumer Behavior | 4 |
| MKT 600 | Social Media Marketing | 4 |
| or MKT 615 | Digital Storytelling and Brand Management | |
| Total Credits | | 28 |

Electives

Open electives are courses students will need to take in addition to their general education and major requirements in order to satisfy the remaining credit totals for their programs. Open electives are defined as any credit course offered by the College not already included in the student's general education, major, concentration or minor. Students will need 60 credits total to graduate with an associate degree.

Degree Plan

This degree plan is a sample and does not reflect the impact of transfer credit or current course offerings. UNH CPS Online undergraduate students should develop individual academic plans with their academic advisor during their first year at UNH.

Sample Course Sequence

First Year

| Fall | | Credits |
|----------------|--|-----------|
| APST 405 | Career Development and Planning | 2 |
| CMPL 402 | Excel | 2 |
| COM 460 | Interpersonal Communication and Group Dynamics | 4 |
| ENG 420 | The Writing Process | 4 |
| MGMT 410 | Principles of Management | 4 |
| Credits | | 16 |

Spring

| | | |
|------------------------------|----------------------------------|-----------|
| CRIT 501 | Introduction to Critical Inquiry | 4 |
| MKT 510 | Principles of Marketing | 4 |
| Select one of the following: | | 4 |
| MTH 402 | Math for Our World | |
| MTH 504 | Statistics | |
| MTH 510 | Pre-Calculus | |
| General Education Course | | 4 |
| Credits | | 16 |

Second Year

Fall

| | | |
|-------------|------------------------------|---|
| COM 480 | Visual Communication | 4 |
| ECO 470 | Principles of Economics | 4 |
| or ACCT 532 | or Financial Accounting | |
| or HRM 420 | or Human Resource Management | |
| or MGMT 569 | or Budget Management | |

2 *Business Major: Digital Marketing Option (A.S.)*

| | | |
|---|--|-----------|
| MKT 600 or MKT 615 | Social Media Marketing or Digital Storytelling and Brand Management | 4 |
| General Education Course | | 4 |
| Credits | | 16 |
| Spring | | |
| MKT 517 | Consumer Behavior | 4 |
| ACCT 532 or ECO 470 or HRM 420 or MGMT 569 | Financial Accounting or Principles of Economics or Human Resource Management or Budget Management | 4 |
| General Education Course | | 4 |
| Credits | | 12 |
| Total Credits | | 60 |

Student Learning Outcomes

- Attain proficiency in the basic concepts, theories, and methods of inquiry in business.
- Evaluate ethical principles that guide businesses.
- Prepare for seamless transition to the Bachelor of Science in Business Management program.