

# 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
<b>Total Credits</b>		<b>32</b>

### 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
<b>Major in Business</b>		
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	
<b>Option in Digital Marketing</b>		
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	
<b>Total Credits</b>		<b>28</b>

## 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
<b>Credits</b>		<b>16</b>

### 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
<b>Credits</b>		<b>16</b>

### 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	

MKT 600 or MKT 615	Social Media Marketing or Digital Storytelling and Brand Management	4
General Education Course		4
<b>Credits</b>		<b>16</b>
<b>Spring</b>		
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
<b>Credits</b>		<b>12</b>
<b>Total Credits</b>		<b>60</b>

## 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.