

Coker University: Bachelor's of Science in Business Administration: Digital Marketing
FDTC Marketing Curriculum Crosswalk

| Florence Darlington Technical College | | Coker University | |
|---|-------------|---|-------------|
| Course Number and Course Title | Credit Hour | Course Number and Course Title | Credit Hour |
| General Education Courses (5 courses = 15 credit hours) | | | |
| Microeconomics | 3 | BUS 210 or 211: Macroeconomics or Microeconomics | 3 |
| ENG 101: English Composition I | 3 | ENG 111: English Composition & Rhetoric I | 3 |
| MAT 107: Contemporary Statistics & Probability (or) | | | |
| MAT 120: Probability and Statistics | 3 | BUS 240: Business Statistics and Analytics | 3 |
| SPC 205: Public Speaking | 3 | COM 101: Speech Communications | 3 |
| Humanities/Fine Arts Course | 3 | Humanities/Arts Knowledge Area | 3 |
| Major Course Requirements (5 courses = 15 credit hours) | | | |
| ACC 111: Accounting Concepts | 3 | Elective | 3 |
| BUS 123: Business Law II | 3 | BUS 220: Business Law and Ethics | 3 |
| CPT 170: Microcomputer Applications | 3 | BUS 110: Business Information Systems | 3 |
| MGT 101: Principles of Management | 3 | BUS 340: Principles of Management | 3 |
| MKT 101: Marketing | 3 | BUS 330: Principles of Marketing | 3 |
| Additional Course Requirements (12 course = 36 credit hours) | | | |
| ACC 112: Organizational Accounting | 3 | Elective | 3 |
| ACC 101: Accounting Principles I | 3 | BUS 201: Financial Accounting | 3 |
| ACC 102: Accounting Principles II | 3 | BUS 202: Managerial Accounting | 3 |
| BUS 101: Introduction to Business | 3 | BUS 101: Business Dynamics and Careers | 3 |
| BUS 250: International Business | 3 | Elective | 3 |
| MGT 206: Management Spreadsheets | 3 | Elective | 3 |
| MGT 280: Executive Development | 3 | Elective | 3 |
| MKT 110: Retailing | 3 | Elective | 3 |
| MKT 120: Sales Principles | 3 | Elective | 3 |
| MKT 240: Advertising | 3 | BUS 332: Advertising and Sales Promotion Management | 3 |
| MKT 140: E-Marketing | 3 | Elective | 3 |
| MKT 250: Consumer Behavior | 3 | Elective | 3 |
| Hours completed at FDTC | 66 | Hours transferred to Coker University | 66 |
| <i>Note: Earned grades of "D" or "F" do not transfer</i> | | | |
| Remaining Courses to complete through the Coker University Bridge Program | | | |
| Course Number and Course Title | Credit Hour | Course Number and Course Title | Credit Hour |
| BUS 150: Introduction to Entrepreneurship | 3 | ENG 112: English Composition & Rhetoric II | 3 |
| BUS 210 or 211: Macroeconomics or Microeconomics | 3 | Humanities/Arts Knowledge Area | 3 |
| BUS 230: Business Communications | 3 | Behavioral/Social Science Knowledge Area | 3 |
| BUS 320: Financial Management and Analysis | 3 | Natural Science Knowledge Area | 3 |
| BUS 333: Marketing Research | 3 | Global Perspectives and Culture Knowledge Area | 6 |
| BUS 334: Digital Marketing | 3 | LIB 101: Introduction to Library Research Skills | 1 |
| BUS 335: Social Media Marketing | 3 | Coker Wellness Course | 1 |
| BUS 336: Email Marketing | 3 | General Electives | 1 |
| BUS 337: SEO and SEM | 3 | | |
| BUS 339: Internship in Sales and Marketing | 3 | | |
| BUS 431: Viral and Organic Growth | 3 | | |
| BUS 490: Strategic Management and Business Applic | 3 | | |
| Courses completed with Coker | 36 | Courses completed with Coker | 21 |
| In order for Coker University to confer a degree, the student must complete 25% (30 hours) of their coursework through Coker University. | | | |