

Semester 1

Course ID	Course Title	Credits	Pre/Co-requisites
MAN 3025	Organization Management	3	
MAN 3065	Business Ethics	3	
MAN 3301	Human Resources Management	3	
MAR 3803	Marketing for Managers	3	
Semester Credits		12	

Semester 2

Course ID	Course Title	Credits	Pre/Co-requisites
MAR 3325	Digital Advertising	3	Prerequisite: MAR 3803
MAR 4233	Social Media Marketing Application	3	Prerequisite: MAR 3803
MAN 3240	Organizational Behavior	3	
Business Elective	ACG*, BAN*, BUL*, ECO*, ENT*, FIN*, GEB*, HFT*, ISM*, MAN*, MAR*, MKA*, MNA*, OST*, PUR*, QMB*, SBM*, TAX*	3	Note: Check with advisor for requisite information
Semester Credits		12	

Semester 3

Course ID	Course Title	Credits	Pre/Co-requisites
MAR 4327	Search Engine Optimization and Search Engine Marketing	3	Prerequisite: MAR 3803
MAN 4113	Managing Diversity	3	
MAN 4120	Leadership Challenges and Supervision	3	
Business Elective	ACG*, BAN*, BUL*, ECO*, ENT*, FIN*, GEB*, HFT*, ISM*, MAN*, MAR*, MKA*, MNA*, OST*, PUR*, QMB*, SBM*, TAX*	3	Note: Check with advisor for requisite information
Semester Credits		12	

Semester 4

Course ID	Course Title	Credits	Pre/Co-requisites
MAR 4674	Marketing Analytics	3	Prerequisite: MAR 3803
MAN 4720	Strategic Management Decision Making	3	
FIN 3400	Finance for Non-Financial Managers	3	
Business Elective	ACG*, BAN*, BUL*, ECO*, ENT*, FIN*, GEB*, HFT*, ISM*, MAN*, MAR*, MKA*, MNA*, OST*, PUR*, QMB*, SBM*, TAX*	3	Note: Check with advisor for requisite information
Semester Credits		12	

Semester 5

Course ID	Course Title	Credits	Pre/Co-requisites
MAR 4721	Digital Marketing Strategy	3	Prerequisite: MAR 3803
MAR 4860	Customer Relationship Management	3	Prerequisite: MAR 3803
MAN 4900	Capstone Project	3	
MAN 4941	Management Internship	3	
Semester Credits		12	
PROGRAM TOTAL		60	

Academic Pathway at MDC: This course sequence guide is for students with an AA degree program in Business Administration, Economics or Accounting.

Students entering the BAS in Leadership and Management Innovation - Digital Marketing Concentration with any other AA or AS degree are highly recommended to speak to an Academic Advisor and email KendallBusiness@mdc.edu for more information. To learn more about program courses, see the [College Catalog](#).

Students must complete all coursework with a “C” or better to complete the degree.