



Leadership and Management Innovation – Digital Marketing Concentration

Bachelor of Applied Science | Code: P9204 | 120 Credits

CIP (1105202991)

Effective Term: Fall 2024 (2247)

The Bachelor of Applied Science (BAS) in Leadership and Management Innovation prepares associate degree graduates from a variety of disciplines for work as a supervisor or manager. The program prepares students with the hands-on training necessary to meet the workforce demands of today and tomorrow while providing the skills needed to compete for advancement. In addition, students may complete the general degree or one of three concentrations in Accounting, Digital Marketing, Hospitality Management, or Human Resource Management. In addition, students may complete the general degree or one of three concentrations in Accounting, Digital Marketing, Hospitality Management, or Human Resource Management.

GENERAL EDUCATION REQUIREMENTS (36.00 Credits Required) (MET WITH A GRADE OF "C" OR HIGHER)

COMMUNICATIONS (6.00 Credits Required)

ENC 1101	English Composition 1	(3 credits)	Student must meet the Developmental Education mathematics requirements in State Rule 6A-10.0315 (by course, placement score, or eligible exemption)
ENC 1102	English Composition 2	(3 credits)	Prerequisite: ENC 1101

ORAL COMMUNICATION (3.00 Credits Required)

Select 3 credits from the following:

ENC 2300	Advanced Composition & Communication	(3 credits)	Prerequisites: ENC 1101, ENC 1102
LIT 2480	Issues in Literature & Culture	(3 credits)	Prerequisite: ENC 1102
SPC 1017	Introduction to Communications	(3 credits)	
SPC 2608	Introduction to Public Speaking	(3 credits)	

HUMANITIES (6.00 Credits Required)

Group A – Select 3 credits from the following (State Core):

ARH 1000	Art Appreciation	(3 credits)
HUM 1020	Humanities	(3 credits)
LIT 2000	Introduction to Literature	(3 credits)
MUL 1010	Music Appreciation	(3 credits)
PHI 2010	Introduction to Philosophy	(3 credits)
THE 2000	Theater Appreciation	(3 credits)

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Group B – Select 3 credits from the following (MDC Core):

ARC 2701	History of Architecture 1	(3 credits)	
ARC 2702	History of Architecture 2	(3 credits)	
ARH 1000	Art Appreciation	(3 credits)	
ARH 2050	Art History 1	(3 credits)	
ARH 2051	Art History 2	(3 credits)	Prerequisite: ARH 2050
ARC 2740	Cinema Appreciation	(3 credits)	Prerequisite: HUM 1020
DAN 2100	Dance Appreciation	(3 credits)	
DAN 2130	Dance History 1	(3 credits)	
HUM 1020	Humanities	(3 credits)	
IND 1100	History of Interiors 1	(3 credits)	
IND 1130	History of Interiors 2	(3 credits)	
LIT 2000	Introduction to Literature	(3 credits)	Prerequisite: ENC 1101
LIT 2120	A Survey of World Literature	(3 credits)	Prerequisite: ENC 1101 or ENC 1102 or Equivalent
MUH 2111	Survey of Music History 1	(3 credits)	
MUH 2112	Survey of Music History 2	(3 credits)	Prerequisite: MUH 2111
MUL 1010	Music Appreciation	(3 credits)	

MUL 2380	Jazz and Popular Music in America	(3 credits)	
PHI 2010	Introduction to Philosophy	(3 credits)	
PHI 2600	Introduction to Ethics	(3 credits)	Prerequisite: ENC 1101
THE 2000	Theater Appreciation	(3 credits)	

BEHAVIORAL AND SOCIAL SCIENCE (6.00 Credits Required)

Group A – Select 3 credits from the following (State Core):

AMH 2010	History of the United States to 1877	(3 credits)
AMH 2020	History of the United States from 1877	(3 credits)
POS 2041	American Federal Government	(3 credits)

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Group B – Select 3 credits from the following (MDC Core):

AMH 2010	History of the United States to 1877	(3 credits)
AMH 2020	History of the United States from 1877	(3 credits)
ANT 2000	Introduction to Anthropology	(3 credits)
ANT 2410	Introduction to Cultural Anthropology	(3 credits)
CLP 1006	Psychology of Personal Effectiveness	(3 credits)
DEP 2000	Human Growth and Development	(3 credits)
ECO 2013	Principles of Economics	(3 credits)
ISS 1120	The Social Environment	(3 credits)
ISS 1161	The Individual in Society	(3 credits)
POS 2041	American Federal Government	(3 credits)
PSY 2012	Introduction to Psychology	(3 credits)
SYG 2000	Introduction to Sociology	(3 credits)
WOH 2012	History of World Civilization to 1715	(3 credits)
WOH 2022	History of World Civilization from 1715	(3 credits)

NOTE: If a behavioral science course is selected from the State Core, then a social science course must be selected from the MDC Core. If a social science course is selected from the State core, then a behavioral science course must be selected from the MDC core.

NATURAL SCIENCE (6.00 Credits Required)

Group A – Select 3 credits from the following (State Core):

AST 1002	Descriptive Astronomy	(3 credits)	
BSC 1005	General Education Biology	(3 credits)	Prerequisite: BSC 1005L (Optional Laboratory)
BSC 2010	Principles of Biology	(3 credits)	Pre/Corequisites: BSC 2010L, CHM 1045
BSC 2085	Human Anatomy & Physiology	(3 credits)	Corequisite: BSC 2085L
CHM 1020	General Education Chemistry	(3 credits)	
CHM 1045	General Chemistry & Qualitative Analysis	(3 credits)	Prerequisite: CHM1025 or a passing score on the CART exam, MAC 1105 Corequisite: CHM 1045L
ESC 1000	General Education Earth Science	(3 credits)	
EVR 1001	Introduction to Environmental Science	(3 credits)	
GLY 1010	Physical Geology	(3 credits)	
OCE 1001	Introduction to Oceanography	(3 credits)	
PHY 1020	Fundamentals of Physics	(3 credits)	
PHY 2048	Physics with Calculus 1	(3 credits)	Prerequisites: High School Physics or PHY 1025, PHY 2053 or Departmental Approval and MAC 2311; Corequisite: PHY 2048L
PHY 2053	Physics without Calculus 1	(3 credits)	Prerequisite: MAC 1114 or MAC 1147; Corequisite: PHY 2053L

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Group B – Select 3 credits from the following (MDC Core):

AST 1002	Descriptive Astronomy	(3 credits)	
BOT 1010	Botany	(3 credits)	Corequisite: BOT 1010L
BSC 1005	General Education Biology	(3 credits)	Prerequisite: BSC 1005L (Optional Laboratory)
BSC 1030	Social Issues in Biology	(3 credits)	
BSC 1050	Biology & Environment	(3 credits)	
BSC 1084	Functional Human Anatomy	(3 credits)	
BSC 2010	Principles of Biology 1	(3 credits)	Pre/Corequisites: BSC 2010L, CHM 1045

BSC 2020	Human Biology: Fundamental of Anatomy & Physiology	(3 credits)	
BSC 2085	Human Anatomy & Physiology 1	(3 credits)	Corequisite: BSC 2085L
BSC 2250	Natural History of South Florida	(3 credits)	
CHM*		(3 credits)	
ESC*		(3 credits)	
EVR 1001	Introduction to Environmental Science	(3 credits)	
GLY*		(3 credits)	
HUN 1201	Essentials of Nutrition	(3 credits)	HUN 1201L (Optional Laboratory)
MET*		(3 credits)	
OCB 1010	Introduction to Marine Biology	(3 credits)	OCB 1010L (Optional Laboratory)
OCE*		(3 credits)	
PCB 2033	Introduction to Ecology	(3 credits)	Prerequisite: BSC 2011 or PSC 1515
PHY*		(3 credits)	
PSC 1121	General Education Physical Science	(3 credits)	Prerequisite: MAT 1033
PSC 1515	Energy in the Natural Environment	(3 credits)	
ZOO 1010	Zoology	(3 credits)	Corequisite: ZOO 1010L

NOTE: * Any course with the following prefix excluding labs. If a Physical Science course is selected from the State Core, then a Biological Science course must be selected from the MDC Core. If a Life Science course is selected from the State Core, then a Physical Science course must be selected from the MDC Core. In addition, students in the health sciences are recommended to complete CHM 1033/1033L prior to registering for BSC 2085/2085L. Students in the biotechnology pathway must take BSC 2426/2426L prior to admission to the BS in Biological Sciences degree.

MATHEMATICS (6.00 Credits Required)

Group A – Select 3 credits from the following group (State Core):

MAC 1105	College Algebra	(3 credits)	Prerequisite: MAT 1033
MAC 2311	Calculus & Analytical Geometry	(5 credits)	Prerequisites: MAC 1106 and MAC 1114, or MAC 1114 and MAC 1140, or MAC 1147
MGF 1130	Mathematical Thinking	(3 credits)	Student must meet the Developmental Education mathematics requirements in State Rule 6A-10.0315 (by course, placement score, or eligible exemption)
STA 2023	Statistical Methods	(3 credits)	Prerequisite: MAT 1033 or MGF 1131

---AND---

Group B – Select 3 credits from the following group (MDC Core):

MAC*, MAD*, MAP*, MAS*, MGF*		(3 credits)	
QMB 2100	Basic Business Statistics	(3 credits)	
STA 2023	Statistical Methods	(3 credits)	Prerequisite: MAT 1033 or MGF 1131

NOTE: * Any course with the following prefix excluding labs.

GENERAL EDUCATION ELECTIVE (3.00 Credits Required) (MET WITH A “D” LETTER GRADE OR HIGHER)

- Electives may include any appropriate transferrable (Credit Type 1 or 2) courses (Check with Advisor).

LOWER DIVISION ELECTIVES (24.00 Credits Required) (MET WITH A “C” LETTER GRADE OR HIGHER)

- Electives may include any appropriate transferrable (Credit Type 1 or 2) courses (Check with Advisor).

UPPER DIVISION REQUIREMENTS (60.00 Credits Required) (MET WITH A “C” LETTER GRADE OR HIGHER)

Business Core – 33 Credits Required

FIN 3400	Finance for Non-Financial Managers	(3 credits)	
MAN 3025	Organization Management	(3 credits)	
MAN 3065	Business Ethics	(3 credits)	
MAN 3240	Organizational Behavior	(3 credits)	
MAN 3301	Human Resources Management	(3 credits)	
MAN 4113	Managing in a Multifaceted Environment	(3 credits)	
MAN 4120	Leadership Challenges and Supervision	(3 credits)	
MAN 4720	Strategic Management Decision Makin	(3 credits)	
MAN 4900	Capstone Project in Supervision and Management	(3 credits)	Senior Status or Departmental Permission
MAN 4941	Management Internship	(3 credits)	Senior Status or Departmental Permission

MAR 3803 Marketing for Managers (3 credits)

DIGITAL MARKETING CONCENTRATION (18.00 Credits Required)

MAR 3325	Digital Advertising	(3 credits)	Prerequisite: MAR 3803
MAR 4233	Social Media Marketing Application	(3 credits)	Prerequisite: MAR 3803
MAR 4327	Search Engine Optimization & Search Engine Marketing	(3 credits)	Prerequisite: MAR 3803
MAR 4674	Marketing Analytics	(3 credits)	Prerequisite: MAR 3803
MAR 4721	Digital Marketing Strategy	(3 credits)	Prerequisite: MAR 3803
MAR 4860	Customer Relationship Management	(3 credits)	Prerequisite: MAR 3803

BUSINESS ELECTIVES (9.00 Credits Required) (MET WITH A "D" LETTER GRADE OR HIGHER)

ACG*	GEB*	MKA*	QMB*
BUL*	HFT*	MNA*	SBM*
ECO*	MAN*	OST*	TAX*
FIN*	MAR*	PUR*	