

BAS IN ADMINISTRATIVE MANAGEMENT, DIGITAL MARKETING CONCENTRATION

Program Requirements

- a. Student must have minimum overall GPA (as defined by Banner) of 2.0 at time of application
- b. The student must satisfy one of the four career course requirements prior to being admitted to BAS program:
 - i. Must have an AAS or AAT (Career Associate Degree) from a regionally accredited college or university with 38 transferrable technical or career credit hours

OR

- ii. Must have at least 38 semester credit hours of professional/technical courses from a regionally accredited college or university with a grade of C or higher and 21 of these 38 hours must be in one professional/technical area. If the student has 30- 37 professional/technical courses, he/she will need to take additional courses to satisfy the 38 hour requirement; the student’s advisor will recommend appropriate courses.

OR

- iii. Must have at least 12 semester credit hours of military courses from the U.S. Military. If the student has less than the 38 transferrable technical/career/military courses, he/she will need to take additional courses to satisfy the 38 hour requirement; these courses can be satisfied from a combination of additional technical or career courses, military credit and/or lower division academic credit. The student’s advisor will recommend appropriate courses. Please note that students cannot use lower division academic courses to satisfy both the block credit (38 hours) and core curriculum (Areas A-F) requirements. Therefore, students may need to take additional courses to satisfy their core curriculum requirements.

OR

- iv. Must have at least 360 out-of-class clock hours of state or professional approved certification work which is equivalent to 12 academic credit hours. The department can only accept a maximum of 1,080 out-of-class clock hours or 36 academic credit hours. To meet the 38 academic hour requirement for entrance into the BAS program, students will need to take additional courses which can be a combination of technical or career courses, military credit and/or lower division academic credit. The student’s advisor will recommend appropriate courses. Please note that students cannot use lower division academic courses to satisfy both the block credit (38 hours) and Core IMPACTS and Field of Study requirements. Therefore, students may need to take additional courses to satisfy their core curriculum requirements.

Code	Title	Credit Hours
<i>Core IMPACTS</i>		42
All core curriculum recommendations are shown under the Core IMPACTS section of the Undergraduate Graduation Requirements. (https://catalog.clayton.edu/graduation-requirements/undergraduate-graduation-requirements/core-curriculum/#nonsciencemajorstext)		
<i>Field of Study - Administrative Management</i>		38
Program specific courses are taken as part of the career associate degree at Clayton State University or another institution.		
<i>Upper Division Major Requirements</i>		16
Required in All Concentrations		
MGMT 3101	Mgmt. Prin. & Org. Behavior	3
BUSA 3700	Bus. Ethics/Corp. Social Resp.	3
BASM 3111	Applied Economics	3
MKTG 3420	Global Business	3
BASM 4850	Seminar in Adm and Tech Mgmt	1
Choose one (1) from:		
ENGL 3900	Professional & Tech. Writing	3
COMM 3300	Interpersonal Communication	3
MGMT 3120	Business Communication	3
<i>Choose a concentration or a a minor</i>		24
<i>Minor ¹</i>		15-18
<i>Free electives</i>		6-9
Total Credit Hours		120

Digital Marketing Concentration

Code	Title	Credit Hours
BASM 3112	Applied Accounting	3
BLAW 4300	Personal Law Issues	3
MKTG 3101	Principles of Marketing	3
MKTG 4110	Digital and Social Media Marketing	3
MKTG 4111	Advanced Digital Marketing	3
MKTG 4112	Social Media Marketing	3
Upper Division Electives Requirement		3
Choose one additional elective - any BASM, AVIA, BLAW, BUSA, ECON, FINA, MGMT, MKTG, or SCML 3000-4000 course		
Free Elective		3
Choose any upper division 3000- or 4000-level course		

¹ The total of the Minor plus free electives must be 24 hours
² Students with credit for ECON 2105 Principles of Macroeconomics **and** ECON 2106 Principles of Microeconomics may **replace BASM 3111** (<https://catalog.clayton.edu/academic-catalog/arts-sciences/interdisciplinary-studies/administrative-management-bas/#requirementstext>) Applied Economics or ADMN/ (<https://catalog.clayton.edu/academic-catalog/arts-sciences/interdisciplinary-studies/administrative-management-bas/#requirementstext>)TECH 3111 Applied Economics with an **additional upper division related elective**. A grade of C or better is necessary in both courses.
³ Students with credit for ACCT 2101 Principles of Financial Acct. **and** ACCT 2102 Principles Managerial Acct. may replace BASM 3112 (<https://catalog.clayton.edu/academic-catalog/arts-sciences/interdisciplinary-studies/administrative-management-bas/#requirementstext>) Applied

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Accounting or ADMN/ (<https://catalog.clayton.edu/academic-catalog/arts-sciences/interdisciplinary-studies/administrative-management-bas/#requirements>)TECH 3112 Applied Accounting with an additional upper division related elective. A grade of C or better is necessary in both courses.

⁴ No more than 2 classes (6 hours) can come from any one prefix.