

## AMERICAN RIVER COLLEGE 2025-2026

This list includes only the requirements that are commonly seen in transfer and is not a comprehensive list of all the course requirements within the BS Digital Marketing program. For a complete list of program requirements, please refer to the University of Massachusetts Global catalog.

Further information regarding the courses below can be found in the University of Massachusetts Global [Course Articulation Database \(CAD\)](#).

### General Education Requirements

| Foundation Courses |                                  |                         |
|--------------------|----------------------------------|-------------------------|
| MGTU 400           | Global Environment of Business   | BUS 250                 |
| MKTU 301           | Principles of Marketing          | MKT 300                 |
| MKTU 310           | Marketing Research               | No Comparable Course(s) |
| MKTU 320           | Consumer Behavior                | No Comparable Course(s) |
| MKTU 361           | Social Media Strategy            | No Comparable Course(s) |
| OLCU 380           | Research and Analytical Thinking | No Comparable Course(s) |

### Degree Requirements & Concentrations/Electives

BS Digital Marketing consists of 33 credits in core courses and 6 credits of electives to fulfill the 39 credit requirements for the program.

Students may choose the elective credits from the following areas of study:

Business Administration (BUSU), Communications (COMU), Criminal Justice (CJCU), Healthcare Administration (HAUU), Human Resource Management (HRCU), Information Technology (CSCU), Legal Studies (FSNU), Management (MGTU), Organizational Leadership (OLCU), and Psychology (PSYU).

It is possible for transfer courses to meet course requirements within the emphasis area.

**\*Minimum of 30 credits completed in residence at University of Massachusetts Global; 18 of which must be up-division credits, 12 of which must be in the student's major.**