

Gavilan 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	No Comparable Course(s)
MKTU 301	Principles of Marketing	MKTG 100
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 (LEST), 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 upper-division credits, 12 of which must be in the student's major.**