

Marketing & Digital Design O.E.C.

Program Requirements

Catalog Department Overview # (<https://catalog.uaf.edu/academic-departments/applied-business-accounting/>)

Minimum Requirements for Marketing & Digital Design Occupational Endorsement: 16 credits

Students must earn a C- grade or better in each course.

General University Requirements

Complete the general university requirements. (<https://catalog.uaf.edu/endorsements/#guroccupationalendorsementstext>)

Occupational Endorsement Requirements

Complete the occupational endorsement requirements. (<https://catalog.uaf.edu/endorsements/#occupationalendorsementrequirementsstext>)

Marketing & Digital Design Program Requirements

Complete the following:

Course	Description	Credits
ABUS F154	Human Relations	3
ABUS F175	Customer Service	3
ABUS F199	Business Practicum	1
ABUS F260	Marketing Principles	3
ABUS F263 or ABUS F274	Public Relations Business in the Digital World	3
ABUS F265 or ABUS F272 or ABUS F273	Emerging Marketing Trends Business Plan Development Entrepreneurship	3

Total Credits 16

Admission Requirements

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Admission Requirements

Complete the following admission requirements:

- Be at least 16 years old by the first day of the semester in which you are admitted.

Roadmaps

Catalog Department Overview # (<https://catalog.uaf.edu/academic-departments/applied-business-accounting/>)

Roadmaps provide suggested semester-by-semester study plans for programs and are based on full-time enrollment, unless otherwise specified.

- This roadmap should be used in conjunction with regular academic advising sessions. All students are encouraged to meet with their advisor or mentor each semester.
- Certain courses and milestones must be completed in the specified semester to ensure on-time graduation.
- Transfer credits may affect the roadmap.
- Requirements, course availability, and sequencing may change.
- Courses marked with (*) are recommended.

First Year

Fall	Credits Spring	Credits
ABUS F175 ²⁰	3 ABUS F154 ²⁰	3
ABUS F260 ²⁰	3 ABUS F199 ²⁰	1
Complete one of the following: ²⁰	3 Complete one of the following: ²⁰	3
ABUS F265	ABUS F263 (*)	
ABUS F272 (*)	ABUS F274	
ABUS F273		
	9	7

Total Credits 16

Footnote Definitions

General Education Requirements	Degree Requirements	Program & Other Requirements
1—Communication	8—Alaska Native-themed	20—Program Requirement
2—Arts	9—Communication	21—Capstone Requirement
3—Humanities	10—Computation	22—Concentration Course
4—Social Sciences	11—Ethics	23—General Elective
5—Additional Arts, Humanities or Social Sciences	12—Humanities	24—Minor Course
6—Mathematics	13—Human Relations	25—Upper Division
7—Natural Sciences	14—Humanities or Social Sciences	26—Program Elective
	15—Library & Information Research	
	16—Mathematics	
	17—Natural Sciences	
	18—Other	
	19—Social Sciences	

Learning Outcomes

Catalog Department Overview # (<https://catalog.uaf.edu/academic-departments/applied-business-accounting/>)

Program Learning Outcomes are specific, measurable statements that define the knowledge and skills students will gain by the end of the program.

Graduates of this program will be able to:

- Develop a basic understanding of the fundamental concepts of entrepreneurship, business planning, and functional activities of conceiving, opening, and managing a small business and then applying these to develop a viable business plan

- Students develop intellectual and practical skills across the curriculum, including inquiry and analysis, critical and creative thinking, problem solving, written and oral communication, information literacy, technological competence, and collaborative learning
- Design, implement, and assess marketing strategies and campaigns that effectively address contemporary market challenges, leveraging both traditional and digital marketing tools, while staying informed about and adapting to evolving marketing trends