WAYLAND BAPTIST UNIVERSITY

Bachelor of Business Administration
Specialization in Digital Marketing
Catalog: 2020-21

Name: **Updated:**
Student ID: **Audited:**
Advisor:

UNIVERSITY GENERAL EDUCATION CORE - 44 hrs

	Inst.	Hours	Grade
Choose one: COMS 1301, 1303, 2302 or 2303 - 3 hrs			
ENGL 1301 - 3 hrs			
ENGL 1302 - 3 hrs			
ENGL Literature Elective - 3 hrs			
Choose one: EDUC 2307, GEOG 1301, GEOG 1302, PHIL 1301, PSYC 1301 or SOCI 1301 - 3 hrs			
Choose one: ART. 1301, ART. 2301, ART. Studio Course, MUSI 1301, 1303, 3304, 3305, 3306, 3307, Performing Ensembles, THEA 1303, THEA 2307, THEA 3308, ENGL 3330, or HUMA 2300 - 3 hrs			
MATH 1304 or higher - 3 hrs			
Laboratory Science - 4 hrs (Life or Physical)			
Choose one set: HIST 1301 or HIST 1303 - 3 hrs AND HIST 1302 or HIST 1304 - 3 hrs, OR HIST 2301 and HIST 2302 - 6 hrs			
RLGN 1301 or RLGN 1303 - 3 hrs			
RLGN 1302 or RLGN 1304 - 3 hrs			
POLS 2301 - 3 hrs			
EXSS Activity - 1 hr			
EXSS Activity - 1 hr			
BASC 1200/1201 - 2 hrs			
GRAD 0001 - 0 hrs			

DEGREE SPECIFIC GENERAL EDUCATION - 11 hrs

	Inst.	Hours	Grade
BUAD 2335 - 3 hrs			
COSC 2311 - 3 hrs			
EXSS 1112 - 1 hr			
Laboratory Science - 4 hrs (from area not fulfilled in Univ. Core)			

	Req.	Have	Need
Total Hours in General Education	55	0	55

Notes:
^Tentative course placement, dependent upon course grades:

COMPOSITE MAJOR - 39 hrs

Business Core	Inst.	Hours	Grade
ACCT 2305 - 3 hrs			
ACCT 2306 - 3 hrs			
BUAD 3318 - 3 hrs			
BUAD 4330 - 3 hrs (capstone course taken during final year)			
BUAD 4334 - 3 hrs			
BUAD 4335 - 3 hrs			
ECON 2307 - 3 hrs			
ECON 2308 - 3 hrs			
FINA 3309 - 3 hrs			
MGMT 3304 - 3 hrs			
MGMT 3310 - 3 hrs			
MISM 3303 - 3 hrs			
MKTG 3312 - 3 hrs			

	Req.	Have	Need
Total Hours in Business Core	39	0	39

COMPOSITE MAJOR (cont'd) - 24 hrs

Specialization - Digital Marketing	Inst.	Hours	Grade
MKTG 3316 - 3 hrs			
MKTG 3320 - 3 hrs			
MKTG 3321 - 3 hrs			
MKTG 3324 - 3 hrs			
MKTG 3325 - 3 hrs			
MKTG 4322 - 3 hrs			
MKTG 4323 - 3 hrs			
MKTG 4344 - 3 hrs			

	Req.	Have	Need
Total Hours in Specialization	24	0	24
Minimum GPA Required in Composite Major	2.00		
Upper-Level Hours in Composite Major	51	0	51

ELECTIVES

	Inst.	Hours	Grade
Elective - 3 hrs			
Elective - 3 hrs			

	Req.	Have	Need
Total Hours in Electives	6	0	6
Upper-Level Hours Required in Electives	N/A		

GRADUATION REQUIREMENTS:	Req.	Have	Need
General Education	55	0	55
Composite Major - Business Core	39	0	39
Composite Major (cont'd) - Specialization	24	0	24
Electives	6	0	6
Additional Electives/Major/Minor (Optional)	0	0	0
Additional Electives/Major/Minor (Optional)	0	0	0
Less Dual-Counted Hours	0	0	0
Total Hours Required (Minimum 124)	**124**	**0**	**124**
Wayland Residency Hours Required	31	0	31
Cumulative Upper-Level Hours Required	42	0	42
Exam Hours (Maximum 30)	30	0	

INSTITUTIONAL HOUR BREAKDOWN:	Hours	*+AH*
WBU - WAYLAND BAPTIST UNIVERSITY	0	*0*
	0	***0***

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http://catalog.wbu.edu

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PRELIMINARY