

Bachelor of Business Administration
Specialization in Digital Marketing

Catalog: 2021-22

Name:
 Student ID:
 Advisor:

Updated:
 Audited:

UNIVERSITY GENERAL EDUCATION CORE - 44 hrs				COMPOSITE MAJOR - 39 hrs			
	Inst.	Hours	Grade	Business Core	Inst.	Hours	Grade
Choose one: COMS 1301, 1303, 2302 or 2303 - 3 hrs				ACCT 2305 - 3 hrs			
ENGL 1301 - 3 hrs				ACCT 2306 - 3 hrs			
ENGL 1302 - 3 hrs				BUAD 3318 - 3 hrs			
ENGL Literature Elective - 3 hrs				BUAD 4330 - 3 hrs (capstone course taken during final year)			
Choose one: EDUC 2307, GEOG 1301, GEOG 1302, PHIL 1301, PSYC 1301 or SOCI 1301 - 3 hrs				BUAD 4334 - 3 hrs			
Choose one: ART. 1301, ART. 2301, ART. Studio Course, MUSI 1303, 3305, 3306, 3307, Performing Ensembles, THEA 1303, THEA 3308, ENGL 3330, or HUMA 2300 - 3 hrs				BUAD 4335 - 3 hrs			
MATH 1304 or higher - 3 hrs				ECON 2307 - 3 hrs			
Laboratory Science - 4 hrs (Life or Physical)				ECON 2308 - 3 hrs			
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				FINA 3309 - 3 hrs			
RLGN 1301 - 3 hrs				MGMT 3304 - 3 hrs			
RLGN 1302 - 3 hrs				MGMT 3310 - 3 hrs			
POLS 2301 - 3 hrs				MISM 3303 - 3 hrs			
EXSS Activity - 1 hr				MKTG 3312 - 3 hrs			
EXSS Activity - 1 hr							
BASC 1200/1201 - 2 hrs							
GRAD 0001 - 0 hrs							
				Req. Have Need			
				Total Hours in Business Core			
				39 0 39			
DEGREE SPECIFIC GENERAL EDUCATION - 11 hrs				COMPOSITE MAJOR (cont'd) - 24 hrs			
	Inst.	Hours	Grade	Specialization - Digital Marketing	Inst.	Hours	Grade
BUAD 2335 - 3 hrs				MKTG 3316 - 3 hrs			
COSC 2311 - 3 hrs				MKTG 3320 - 3 hrs			
EXSS 1112 - 1 hr				MKTG 3321 - 3 hrs			
Laboratory Science - 4 hrs (from area not fulfilled in Univ. Core)				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			
Notes:				ELECTIVES - 6 hrs			
*Tentative course placement, dependent upon course grades:					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:				INSTITUTIONAL HOUR BREAKDOWN:			
	Req.	Have	Need		Hours	+AH	
General Education	55	0	55	WBU - WAYLAND BAPTIST UNIVERSITY	0	0	
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					
				0 0			