WAYLAND BAPTIST UNIVERSITY

Bachelor of Applied Science
Major: Digital Marketing
Catalog: 202-2022
Expires 8/1/2028

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

Catalog: 2021-2022 **Advisor & Campus :**

GENERAL EDUCATION

	Inst.	Hours	Grade
ENGL 1301 - 3 hrs			
ENGL 1302 - 3 hrs			
Choose one set: HIST 1301 or HIST 1303 - 3 hrs AND			
HIST 1302 or HIST 1304 - 3 hrs, OR			
HIST 2301 and 2302 - 6 hrs			
MATH 1304 or higher - 3 hrs			
Science - 3 hrs			
Math, Science, or Foreign Language - 3 hrs			
Math, Science, or Foreign Language - 3 hrs			
RLGN 1301 - 3 hrs			
RLGN 1302 - 3 hrs			
POLS 2301 - 3 hrs			
Choose One: COMS 1301, 1303, 2302, or 2303 - 3 hrs			
COSC 2311 - 3 hrs			
EXSS Activity - 1 hr			
EXSS Activity - 1 hr			
EXSS Activity - 1 hr			
BASC 1200 or BASC 1201 - 2 hrs			
GRAD 0001 - 0 hrs			
Max 6 hrs of "Technical" allowed in Gen Ed			

	Req.	Have	Need
Total Hours in General Education	44	0	44

MAJOR: Digital Marketing - 36 hrs minimum
Specialization: N/A

	Inst.	Hours	Grade
BUAD 4334 - 3 hrs			
RSWR 3345 - 3 hrs			
MKTG 3312 - 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			
MISM 3307 - 3 hrs			
MISM 3329 - 3 hrs			
MISM 4331 - 3 hrs			

	Req.	Have	Need
Total Hours in Major	36	0	36
Minimum Upper Level Hours in Major	18	0	18
Minimum GPA Required in Major	2.00		

EXPERIENTIAL PROFESSIONAL DEVELOPMENT - 12 hrs

	Inst.	Hours	Grade
Experiential Professional Development - 12 hrs			
(48 Months full time work or Upper-Level Electives)			

	Req.	Have	Need
Total Hours in Experiential Professional Development	12	0	12

ELECTIVES

	Inst.	Hours	Grade
Elective - 3 hrs			
Elective - 3 hrs			
Elective - 2 hrs			

	Req.	Have	Need
Total Hours in Electives	8	0	8

PROFESSIONAL DEVELOPMENT - 24 hrs minimum

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

	Req.	Have	Need
Total Hours in Professional Development	24	0	24

Notes:

GRADUATION REQUIREMENTS:	Req.	Have	Need
General Education	44	0	44
Major	36	0	36
Professional Development	24	0	24
Experiential Professional Development	12	0	12
Electives	8	0	8
2nd Major/Minor	0	0	0
Less Dual-Counted Hours	0	0	0
Total Hours Required (Minimum 124)	**124**	**0**	**124**
Upper-Level Hours in Major Required	18	0	18
Upper-Level Academic Hours Required	21	0	21
Upper-Level Cumulative Required	36	0	36
Non Junior College Hours Required	52	0	52
Wayland Residency Hours Required	31	0	31
Exam Hours (Maximum 42)	≤42	0	

INSTITUTIONAL HOUR BREAKDOWN:	Hours	*+AH*
WBU - WAYLAND BAPTIST UNIVERSITY	0	
MSS - MILITARY SERVICE SCHOOL	0	
MOS - MILITARY OCCUPATIONAL SPECIALTY	0	
CLEP - COLLEGE LEVEL EXAM	0	
DAN - DANTES	0	
ADV - ADVANCED PLACEMENT	0	
PLA - PRIOR LEARNING ASSESSMENT	0	
	0	***0***

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PRELIMINARY

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HOURS NOT APPLICABLE TO THE DEGREE

Inst.	Hours	Grade

ADDITIONAL MAJOR/MINOR (OPTIONAL)

Inst.	Hours	Grade

	Req.	Have	Need
Total Hours in Minor/Additional Major	0	0	0
Upper Level Hours in 2nd Major	0	0	0
Minimum GPA Required in Major/Minor	2.00		

ELECTIVES, CONT.

Inst.	Hours	Grade

	Req.	Have	Need
Total Hours	0	0	0