

Bachelor of Business Administration Specialization in Digital Marketing

Catalog: 2022-23

Name: Updated: Student ID: Audited: Advisor:

UNIFIED GENERAL EDUCATION CORE - 42 hrs				COMPOSITE MAJOR - 39 hrs			
ONI ILD GLINAL EDUCATION CORE - 42 IIIS	Inst.	Hours	Grade	Business Core	Inst.	Hours	Grade
Creative Expression for Engaging Community - 9 hrs	ıııət.	110013	Jiaue	ACCT 2305 - 3 hrs	ıııət.	HOULS	Graue
ENGL 1301 - 3 hrs				ACCT 2306 - 3 hrs			
Choose one: COMS 1301 / 1303 / 2302 / 2303 - 3 hrs				BUAD 3318 - 3 hrs			
Creative Arts from: ART. 1301 / Studio Course,				BUAD 4330 - 3 hrs (capstone course taken during final ye	ar)		
MUSI 1303 / 3305 / 3306 / 3307 / Performing Ensembles				BUAD 4334 - 3 hrs	,		
HUMA 2300, or ENGL 3330 - 3 hrs	,			BUAD 4335 - 3 hrs			
1.6.11.1.2.333, 51.2.1.32.3333				ECON 2307 - 3 hrs			
Cultural Perspectives within Community - 12-13 hrs				ECON 2308 - 3 hrs			
ENGL 1302 - 3 hrs				FINA 3309 - 3 hrs			
HIST 1301 / 1302 / 1303 / 1304 / 2301 / 2302 or 3000-leve	l (excent 3	(301) - 3 hrs		MGMT 3304 - 3 hrs			
HIST (from options listed above) or ENGL Literature Elec -		,001) 01110	,	MGMT 3310 - 3 hrs			
HIST or ENGL Literature Elec (any 1000-3000 level); OR N		ıral Elec fro	m·	MISM 3303 - 3 hrs			
Foreign Lang., COMS 3303, ENGL 2303 / 3318 / 3322, G			J	MKTG 3312 - 3 hrs			
HIST 1303 / 1304 / 3306 / 3308 / 3309 / 3313 / 3330 / 333				WINT 6 6612 6 1116			
or THST-PHIL 3333 - 3-4 hrs	71,00715	0001 0020,					
0111011111123333 - 3 41113							
Critical Examination of Creation and Community - 12-14 hrs					Req.	Have	Need
MATH 1304 or higher - 3 hrs	=			Total Hours in Business Core	39	0	39
•					- 33	0	33
Science - 3-4 hrs (4-hr lab required for PLV students)				COMPOSITE MAJOR (cont'd) - 24 hrs	lm - 4	Uarre	0
POLS 2301 - 3 hrs	EDUO CO	.07		Specialization - Digital Marketing	Inst.	Hours	Grade
Math or Science Elec, OR Social Perspectives Elec from:		ω,		MKTG 3316 - 3 hrs			
GEOG 1301, PHIL 1301, PSYC 1301, or SOCI 1301 - 3-4	ı nrs			MKTG 3320 - 3 hrs			
OLDER SECTION OF THE				MKTG 3321 - 3 hrs			
Christian Foundations for Life in Community - 9 hrs				MKTG 3324 - 3 hrs			
RLGN 1301 - 3 hrs				MKTG 3325 - 3 hrs			
RLGN 1302 - 3 hrs				MKTG 4322 - 3 hrs			
BASC 1200 - 2 hrs and EXSS 1112 - 1 hr OR				MKTG 4323 - 3 hrs			
BASC 1301 - 3 hrs (required for EXT students)				MKTG 4344 - 3 hrs			
GRAD 0001 - 0 hrs							
DEGREE SPECIFIC GENERAL EDUCATION - 10 hrs							
	Inst.	Hours	Grade				
BUAD 2335 - 3 hrs							
COSC 2311 - 3 hrs							
EXSS Activity - 1 hr							
FINA 3315 - 3 hrs							
1					Req.	Have	Need
1				Total Hours in Specialization	Req. 24	Have 0	Need 24
The state of the s	Req.	Have	Need				
The state of the s	Req. 52	Have 0	Need 52	Total Hours in Specialization Minimum GPA Required in Composite Major Upper-Level Hours in Composite Major	24		
FINA 3315 - 3 hrs				Minimum GPA Required in Composite Major	24 2.00	0	24
FINA 3315 - 3 hrs Total Hours in General Education				Minimum GPA Required in Composite Major Upper-Level Hours in Composite Major	24 2.00 51	0	24 51
FINA 3315 - 3 hrs Total Hours in General Education Notes:	52			Minimum GPA Required in Composite Major Upper-Level Hours in Composite Major ELECTIVES - 9 hrs	24 2.00	0	24
FINA 3315 - 3 hrs Total Hours in General Education	52			Minimum GPA Required in Composite Major Upper-Level Hours in Composite Major ELECTIVES - 9 hrs Elective - 3 hrs	24 2.00 51	0	24 51
FINA 3315 - 3 hrs Total Hours in General Education Notes: *Elective hours may vary based upon courses taken in	52 Gen. Ed.			Minimum GPA Required in Composite Major Upper-Level Hours in Composite Major ELECTIVES - 9 hrs Elective - 3 hrs Elective - 3 hrs	24 2.00 51	0	24 51
FINA 3315 - 3 hrs Total Hours in General Education Notes:	52 Gen. Ed.			Minimum GPA Required in Composite Major Upper-Level Hours in Composite Major ELECTIVES - 9 hrs Elective - 3 hrs	24 2.00 51	0	24 51
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FINA 3315 - 3 hrs Total Hours in General Education Notes: *Elective hours may vary based upon courses taken in	52 Gen. Ed.			Minimum GPA Required in Composite Major Upper-Level Hours in Composite Major ELECTIVES - 9 hrs Elective - 3 hrs Elective - 3 hrs	24 2.00 51	0	24 51
FINA 3315 - 3 hrs Total Hours in General Education Notes: *Elective hours may vary based upon courses taken in	52 Gen. Ed.			Minimum GPA Required in Composite Major Upper-Level Hours in Composite Major ELECTIVES - 9 hrs Elective - 3 hrs Elective - 3 hrs	24 2.00 51	0	24 51
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FINA 3315 - 3 hrs Total Hours in General Education Notes: *Elective hours may vary based upon courses taken in	52 Gen. Ed.			Minimum GPA Required in Composite Major Upper-Level Hours in Composite Major ELECTIVES - 9 hrs Elective - 3 hrs Elective - 3 hrs	24 2.00 51	0	24 51
FINA 3315 - 3 hrs Total Hours in General Education Notes: *Elective hours may vary based upon courses taken in	52 Gen. Ed.			Minimum GPA Required in Composite Major Upper-Level Hours in Composite Major ELECTIVES - 9 hrs Elective - 3 hrs Elective - 3 hrs	24 2.00 51 Inst.	0 0 Hours	24 51 Grade
FINA 3315 - 3 hrs Total Hours in General Education Notes: *Elective hours may vary based upon courses taken in	52 Gen. Ed.			Minimum GPA Required in Composite Major Upper-Level Hours in Composite Major ELECTIVES - 9 hrs Elective - 3 hrs Elective - 3 hrs Elective - 3 hrs	24 2.00 51 Inst.	0 0 Hours	24 51 Grade
FINA 3315 - 3 hrs Total Hours in General Education Notes: *Elective hours may vary based upon courses taken in	52 Gen. Ed.			Minimum GPA Required in Composite Major Upper-Level Hours in Composite Major ELECTIVES - 9 hrs Elective - 3 hrs Elective - 3 hrs Elective - 3 hrs Total Hours in Electives	24 2.00 51 Inst.	0 0 Hours	24 51 Grade
FINA 3315 - 3 hrs Total Hours in General Education Notes: *Elective hours may vary based upon courses taken in ^Tentative course placement, dependent upon course	52 Gen. Ed.	0	52	Minimum GPA Required in Composite Major Upper-Level Hours in Composite Major ELECTIVES - 9 hrs Elective - 3 hrs Elective - 3 hrs Elective - 3 hrs Upper-Level Hours in Electives Upper-Level Hours Required in Electives	24 2.00 51 Inst.	0 0 Hours	24 51 Grade
Total Hours in General Education Notes: *Elective hours may vary based upon courses taken in ^Tentative course placement, dependent upon course GRADUATION REQUIREMENTS:	52 Gen. Ed. grades:	0 Have	52 Need	Minimum GPA Required in Composite Major Upper-Level Hours in Composite Major ELECTIVES - 9 hrs Elective - 3 hrs Elective - 3 hrs Elective - 3 hrs Total Hours in Electives Upper-Level Hours Required in Electives INSTITUTIONAL HOUR BREAKDOWN:	24 2.00 51 Inst.	Have 0 Hours	24 51 Grade Need 9
Total Hours in General Education Notes: *Elective hours may vary based upon courses taken in *Tentative course placement, dependent upon course GRADUATION REQUIREMENTS: General Education	Gen. Ed. grades: Req. 52	Have 0	Need 52	Minimum GPA Required in Composite Major Upper-Level Hours in Composite Major ELECTIVES - 9 hrs Elective - 3 hrs Elective - 3 hrs Elective - 3 hrs Upper-Level Hours in Electives Upper-Level Hours Required in Electives	24 2.00 51 Inst.	0 0 Hours	24 51 Grade
Total Hours in General Education Notes: *Elective hours may vary based upon courses taken in ^Tentative course placement, dependent upon course GRADUATION REQUIREMENTS: General Education Composite Major - Business Core	52 Gen. Ed. grades: Req. 52 39	Have 0 0	Need 52 39	Minimum GPA Required in Composite Major Upper-Level Hours in Composite Major ELECTIVES - 9 hrs Elective - 3 hrs Elective - 3 hrs Elective - 3 hrs Total Hours in Electives Upper-Level Hours Required in Electives INSTITUTIONAL HOUR BREAKDOWN:	24 2.00 51 Inst.	Have 0 Hours	24 51 Grade Need 9
Total Hours in General Education Notes: *Elective hours may vary based upon courses taken in ^Tentative course placement, dependent upon course GRADUATION REQUIREMENTS: General Education Composite Major - Business Core Composite Major (cont'd) - Specialization	52 Gen. Ed. grades: Req. 52 39 24	Have 0 0	Need 52 39 24	Minimum GPA Required in Composite Major Upper-Level Hours in Composite Major ELECTIVES - 9 hrs Elective - 3 hrs Elective - 3 hrs Elective - 3 hrs Total Hours in Electives Upper-Level Hours Required in Electives INSTITUTIONAL HOUR BREAKDOWN:	24 2.00 51 Inst.	Have 0 Hours	24 51 Grade Need 9
FINA 3315 - 3 hrs Total Hours in General Education Notes: *Elective hours may vary based upon courses taken in ^Tentative course placement, dependent upon course GRADUATION REQUIREMENTS: General Education Composite Major - Business Core Composite Major (cont'd) - Specialization Electives	52 Gen. Ed. grades: Req. 52 39 24 9	Have 0 0 0 0	Need 52 39 24 9	Minimum GPA Required in Composite Major Upper-Level Hours in Composite Major ELECTIVES - 9 hrs Elective - 3 hrs Elective - 3 hrs Elective - 3 hrs Total Hours in Electives Upper-Level Hours Required in Electives INSTITUTIONAL HOUR BREAKDOWN:	24 2.00 51 Inst.	Have 0 Hours	24 51 Grade Need 9
FINA 3315 - 3 hrs Total Hours in General Education Notes: *Elective hours may vary based upon courses taken in ^Tentative course placement, dependent upon course GRADUATION REQUIREMENTS: General Education Composite Major - Business Core Composite Major (cont'd) - Specialization Electives Additional Electives/Major/Minor (Optional)	Feq. 52 39 24 9 0	Have 0 0 0 0 0	Need 52 39 24 9 0	Minimum GPA Required in Composite Major Upper-Level Hours in Composite Major ELECTIVES - 9 hrs Elective - 3 hrs Elective - 3 hrs Elective - 3 hrs Total Hours in Electives Upper-Level Hours Required in Electives INSTITUTIONAL HOUR BREAKDOWN:	24 2.00 51 Inst.	Have 0 Hours	24 51 Grade Need 9
Total Hours in General Education Notes: *Elective hours may vary based upon courses taken in ^Tentative course placement, dependent upon course GRADUATION REQUIREMENTS: General Education Composite Major - Business Core Composite Major (cont'd) - Specialization Electives Additional Electives/Major/Minor (Optional)	Feq. 52 39 24 9 0 0	Have 0 0 0 0	Need 52 39 24 9	Minimum GPA Required in Composite Major Upper-Level Hours in Composite Major ELECTIVES - 9 hrs Elective - 3 hrs Elective - 3 hrs Elective - 3 hrs Total Hours in Electives Upper-Level Hours Required in Electives INSTITUTIONAL HOUR BREAKDOWN:	24 2.00 51 Inst.	Have 0 Hours	24 51 Grade Need 9
Total Hours in General Education Notes: *Elective hours may vary based upon courses taken in ^Tentative course placement, dependent upon course GRADUATION REQUIREMENTS: General Education Composite Major - Business Core Composite Major (cont'd) - Specialization Electives Additional Electives/Major/Minor (Optional) Additional Electives/Major/Minor (Optional)	Feq. 52 39 24 9 0	Have 0 0 0 0 0	Need 52 39 24 9 0	Minimum GPA Required in Composite Major Upper-Level Hours in Composite Major ELECTIVES - 9 hrs Elective - 3 hrs Elective - 3 hrs Elective - 3 hrs Total Hours in Electives Upper-Level Hours Required in Electives INSTITUTIONAL HOUR BREAKDOWN:	24 2.00 51 Inst.	Have 0 Hours	24 51 Grade
Total Hours in General Education Notes: *Elective hours may vary based upon courses taken in *Tentative course placement, dependent upon course GRADUATION REQUIREMENTS: General Education Composite Major - Business Core Composite Major (cont'd) - Specialization Electives Additional Electives/Major/Minor (Optional) Additional Electives/Major/Minor (Optional) Less Dual-Counted Hours	Feq. 52 39 24 9 0 0	Have 0 0 0 0	Need 52 39 24 9 0 0	Minimum GPA Required in Composite Major Upper-Level Hours in Composite Major ELECTIVES - 9 hrs Elective - 3 hrs Elective - 3 hrs Elective - 3 hrs Total Hours in Electives Upper-Level Hours Required in Electives INSTITUTIONAL HOUR BREAKDOWN:	24 2.00 51 Inst.	Have 0 Hours	24 51 Grade Need 9
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Total Hours in General Education Notes: *Elective hours may vary based upon courses taken in *Tentative course placement, dependent upon course GRADUATION REQUIREMENTS: General Education Composite Major - Business Core Composite Major (cont'd) - Specialization Electives Additional Electives/Major/Minor (Optional) Additional Electives/Major/Minor (Optional) Less Dual-Counted Hours	Req. 52 39 24 9 0 0 0 0	Have 0 0 0 0 0 0 0	Need 52 39 24 9 0 0 0 0	Minimum GPA Required in Composite Major Upper-Level Hours in Composite Major ELECTIVES - 9 hrs Elective - 3 hrs Elective - 3 hrs Elective - 3 hrs Total Hours in Electives Upper-Level Hours Required in Electives INSTITUTIONAL HOUR BREAKDOWN:	24 2.00 51 Inst.	Have 0 Hours	24 51 Grade Need 9
Total Hours in General Education Notes: *Elective hours may vary based upon courses taken in ^Tentative course placement, dependent upon course GRADUATION REQUIREMENTS: General Education Composite Major - Business Core Composite Major (cont'd) - Specialization Electives Additional Electives/Major/Minor (Optional) Additional Electives/Major/Minor (Optional) Less Dual-Counted Hours Total Hours Required (Minimum 124) Wayland Residency Hours Required	Req. 52 39 24 9 0 0 124	Have 0 0 0 0 0 0 0 0	Need 52 39 24 9 0 0 0	Minimum GPA Required in Composite Major Upper-Level Hours in Composite Major ELECTIVES - 9 hrs Elective - 3 hrs Elective - 3 hrs Elective - 3 hrs Total Hours in Electives Upper-Level Hours Required in Electives INSTITUTIONAL HOUR BREAKDOWN:	24 2.00 51 Inst.	Have 0 Hours	24 51 Grade Need 9
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