

**Bachelor of Business Administration
 Specialization in Digital Marketing**

Catalog: 2022-23

Name:
 Student ID:
 Advisor:

Updated:
 Audited:

UNIFIED GENERAL EDUCATION CORE - 42 hrs				COMPOSITE MAJOR - 39 hrs				
	Inst.	Hours	Grade		Inst.	Hours	Grade	
<u>Creative Expression for Engaging Community - 9 hrs</u> ENGL 1301 - 3 hrs Choose one: COMS 1301 / 1303 / 2302 / 2303 - 3 hrs Creative Arts from: ART. 1301 / Studio Course, MUSI 1303 / 3305 / 3306 / 3307 / Performing Ensembles, HUMA 2300, or ENGL 3330 - 3 hrs <u>Cultural Perspectives within Community - 12-13 hrs</u> ENGL 1302 - 3 hrs HIST 1301 / 1302 / 1303 / 1304 / 2301 / 2302 or 3000-level (except 3301) - 3 hrs HIST (from options listed above) or ENGL Literature Elec - 3 hrs HIST or ENGL Literature Elec (any 1000-3000 level); OR Multi-Cultural Elec from: Foreign Lang., COMS 3303, ENGL 2303 / 3318 / 3322, GEOG 1302, HIST 1303 / 1304 / 3306 / 3308 / 3309 / 3313 / 3330 / 3334, JUAD-SOCI 3320, or THST-PHIL 3333 - 3-4 hrs <u>Critical Examination of Creation and Community - 12-14 hrs</u> MATH 1304 or higher - 3 hrs Science - 3-4 hrs (4-hr lab required for PLV students) POLS 2301 - 3 hrs Math or Science Elec, OR Social Perspectives Elec from: EDUC 2307, GEOG 1301, PHIL 1301, PSYC 1301, or SOCI 1301 - 3-4 hrs <u>Christian Foundations for Life in Community - 9 hrs</u> RLGN 1301 - 3 hrs RLGN 1302 - 3 hrs BASC 1200 - 2 hrs and EXSS 1112 - 1 hr OR BASC 1301 - 3 hrs (required for EXT students) GRAD 0001 - 0 hrs				Business Core 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		
DEGREE SPECIFIC GENERAL EDUCATION - 10 hrs				COMPOSITE MAJOR (cont'd) - 24 hrs				
	Inst.	Hours	Grade		Inst.	Hours	Grade	
BUAD 2335 - 3 hrs COSC 2311 - 3 hrs EXSS Activity - 1 hr FINA 3315 - 3 hrs				Specialization - Digital Marketing 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 General Education				52	0	52		
				Req.	Have	Need		
Total Hours in Specialization				24	0	24		
				Req.	Have	Need		
Minimum GPA Required in Composite Major				2.00				
Upper-Level Hours in Composite Major				51	0	51		
Notes:				ELECTIVES - 9 hrs				
				Inst.	Hours	Grade		
*Elective hours may vary based upon courses taken in Gen. Ed. ^Tentative course placement, dependent upon course grades:				Elective - 3 hrs Elective - 3 hrs Elective - 3 hrs				
				Req.	Have	Need		
Total Hours in Electives				9	0	9		
Upper-Level Hours Required in Electives				N/A				
GRADUATION REQUIREMENTS:				INSTITUTIONAL HOUR BREAKDOWN:				
	Req.	Have	Need				Hours	+AH
General Education	52	0	52	WBU - WAYLAND BAPTIST UNIVERSITY			0	0
Composite Major - Business Core	39	0	39					
Composite Major (cont'd) - Specialization	24	0	24					
Electives	9	0	9					
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	0		