

## Bachelor of Business Administration Specialization in Digital Marketing Catalog: 2023-24

Name: Catalog: 2023-24 Updated: Student ID: Advisor: Advisor:

UNIFIED GENERAL EDUCATION CORE - 42 hrs				COMPOSITE MAJOR - 39 hrs			
	Inst.	Hours	Grade	Business Core	Inst.	Hours	Grade
Creative Expression for Engaging Community - 9 hrs				ACCT 2305 - 3 hrs			-, 446
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 yea	ar)		
MUSI 1303 / 3305 / 3306 / 3307 / Performing Ensembles,				BUAD 4334 - 3 hrs	,		
HUMA 2300, or ENGL 3330 - 3 hrs				BUAD 4335 - 3 hrs			
110WA 2300, 01 ENGE 3000 - 3 1113				ECON 2307 - 3 hrs			
Cultural Perspectives within Community - 12-13 hrs				ECON 2307 - 3 lis ECON 2308 - 3 hrs			
ENGL 1302 - 3 hrs							
	(avaant 22	001) 2 hra		FINA 3309 - 3 hrs			
HIST 1301 / 1302 / 1303 / 1304 / 2301 / 2302 or 3000-level (		301) - 3 nrs	•	MGMT 3304 - 3 hrs			
HIST (from options listed above) or ENGL Literature Elec - 3				MGMT 3310 - 3 hrs			
HIST or ENGL Literature Elec; OR Multi-Cultural Elec from				MISM 3303 - 3 hrs			
Foreign Lang., COMS 3303, ENGL 2303 / 3318 / 3322, GE				MKTG 3312 - 3 hrs			
HIST 1303 / 1304 / 3306 / 3308 / 3309 / 3313 / 3330 / 3334	i, JUAD-S	OCI 3320,					
or THST-PHIL 3333 - 3-4 hrs							
0 7 15 1 7 10 7 10 7 40441					5		
Critical Examination of Creation and Community - 12-14 hrs				T	Req.	Have	Need
MATH 1304 or higher - 3 hrs				Total Hours in Business Core	39	0	39
Science - 3-4 hrs (4-hr lab required for PLV students)				COMPOSITE MAJOR (cont'd) - 24 hrs			
POLS 2301 - 3 hrs				Specialization - Digital Marketing	Inst.	Hours	Grade
Math or Science Elec, OR Social Perspectives Elec from: E	EDUC 230	07,		MKTG 3316 - 3 hrs			
GEOG 1301, PHIL 1301, PSYC 1301, or SOCI 1301 - 3-4 I	hrs			MKTG 3320 - 3 hrs			
				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				<del> </del>			
BEGREE OF EON TO GENERAL EBOOM TO THE	Inst.	Hours	Grade				
BUAD 2335 - 3 hrs		Hours	Orauc	1			
COSC 2311 - 3 hrs							
EXSS Activity - 1 hr							
FINA 3315 - 3 hrs							
1111/4 3313 - 31113					Req.	Have	Need
				Total Hours in Specialization	24	0	24
	Dog		Need	, ·	24	U	24
	Req.				2.00		
III - t - I I I	F0	Have		Minimum GPA Required in Composite Major	2.00	0	<b>54</b>
Total Hours in General Education	52	<b>Have</b> 0	52	Upper-Level Hours in Composite Major	2.00 51	0	51
	52				51		
Notes:				Upper-Level Hours in Composite Major  ELECTIVES - 9 hrs		0 Hours	
				Upper-Level Hours in Composite Major  ELECTIVES - 9 hrs  Elective - 3 hrs	51		51 Grade
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