Bachelor of Applied Science
Major: Digital Marketing
Catalog: 2023-2024
Expires 8/1/2030

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

Catalog: 2023-2024 **Advisor & Campus :**

UNIFIED GENERAL EDUCATION CORE - 42 hrs minimum

	Inst.	Hours	Grade
Creative Expression for Engaging Community - 9 hrs			
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			
Cultural Perspectives within Community - 12-13 hrs			
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			
Critical Examination of Creation and Community - 12-14 hrs			
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: ECON 2307, EDUC 2307, GEOG 1301, PHIL 1301, PSYC 1301, or SOCI 1301 - 3-4 hrs			
Christian Foundations for Life in Community - 9 hrs			
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			
Max 6 hrs of "Technical" allowed in Gen Ed			

	Req.	Have	Need
Total Hours in General Education	42	0	42

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 - 3 hrs			
Elective - 1 hr			

	Req.	Have	Need
Total Hours in Electives	10	0	10

Notes:
***Elective hours may vary based upon courses taken in Gen. Ed.**

****Students are encouraged to take COSC 2311 as it is prerequisite for course(s) in major.**

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

GRADUATION REQUIREMENTS:	Req.	Have	Need
General Education	42	0	42
Major	36	0	36
Professional Development	24	0	24
Experiential Professional Development	12	0	12
Electives	10	0	10
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	
PLA - PRIOR LEARNING ASSESSMENT	0	
Hours completed towards AAS:		
0	**0**	***0***

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PRELIMINARY