WAYLAND BAPTIST UNIVERSITY

Bachelor of Business Administration
Specialization in Digital Marketing

Catalog: 2024-25

Name:
Student ID:
Advisor:

Updated:
Audited:

UNIFIED GENERAL EDUCATION CORE - 42 hrs

	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; **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: 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			

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			

	Req.	Have	Need
Total Hours in General Education	52	0	52

COMPOSITE MAJOR - 39 hrs

Business Core	Inst.	Hours	Grade
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

COMPOSITE MAJOR (cont'd) - 24 hrs

Specialization - Digital Marketing	Inst.	Hours	Grade
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 Specialization	24	0	24
Minimum GPA Required in Composite Major	2.00		
Upper-Level Hours in Composite Major	51	0	51

ELECTIVES - 9 hrs

	Inst.	Hours	Grade
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		

Notes:

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

^Tentative course placement, dependent upon course grades:

GRADUATION REQUIREMENTS:	Req.	Have	Need
General Education	52	0	52
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	

INSTITUTIONAL HOUR BREAKDOWN:	Hours	*+AH*
WBU - WAYLAND BAPTIST UNIVERSITY	0	*0*
Hours completed towards AASc:		
0	**0**	***0***

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https://catalog.wbu.edu

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PRELIMINARY