

Bachelor of Business Administration Specialization in Digital Marketing

Catalog: 2024-25

Updated: Audited:

Name: Student ID: Advisor:

				COMPOSITE MAJOR - 39 hrs			
	Inst.	Hours	Grade	Business Core	Inst.	Hours	Grad
Creative Expression for Engaging Community - 9 hrs				ACCT 2305 - 3 hrs			
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 y	/ear)		
MUSI 1303 / 3305 / 3306 / 3307 / Performing Ensemble	es,			BUAD 4334 - 3 hrs			
HUMA 2300, or ENGL 3330 - 3 hrs				BUAD 4335 - 3 hrs			
				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-lev	el (excent 3	(301) - 3 hr	e .	MGMT 3304 - 3 hrs			
HIST (from options listed above) or ENGL Literature Elec	· ·	501) - 511	3	MGMT 3310 - 3 hrs			
HIST or ENGL Literature Elec; OR Multi-Cultural Elec fr				MISM 3303 - 3 hrs			
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Foreign Lang., COMS 3303, ENGL 2303 / 3318 / 3322,				MKTG 3312 - 3 hrs			
HIST 1303 / 1304 / 3306 / 3308 / 3309 / 3313 / 3330 / 33	334, JUAD-	SOCI 3320	,				
or THST-PHIL 3333 - 3-4 hrs							
Oritical Eventination of Occastion and Occastion (0.44)					Dem	Have	Max
Critical Examination of Creation and Community - 12-14 h	15			Total Hours in Rusinger Corr	Req.	Have	Nee
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	Grad
Math or Science Elec, OR Social Perspectives Elec from	n: EDUC 23	807,		MKTG 3316 - 3 hrs			
GEOG 1301, PHIL 1301, PSYC 1301, or SOCI 1301 - 3	-4 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 4322 - 3 hrs			
BASC 1200 - 2 his and EXSS 1112 - 1 his OK BASC 1301 - 3 hrs (required for EXT students)				MKTG 4323 - 3 hrs			
GRAD 0001 - 0 hrs							
DEGREE SPECIFIC GENERAL EDUCATION - 10 hrs				4			
	Inst.	Hours	Grade				
BUAD 2335 - 3 hrs							
COSC 2311 - 3 hrs							
EXSS Activity - 1 hr							
					Pog	Have	Noo
EXSS Activity - 1 hr				Total Hours in Specialization	<b>Req.</b>	Have	
EXSS Activity - 1 hr	Reg.	Have	Need	Total Hours in Specialization	24	Have 0	
EXSS Activity - 1 hr FINA 3315 - 3 hrs	<b>Req.</b> 52	Have 0	Need	Minimum GPA Required in Composite Major			24
EXSS Activity - 1 hr			Need 52		24 2.00	0	<b>Nee</b> 24 51
EXSS Activity - 1 hr FINA 3315 - 3 hrs Total Hours in General Education				Minimum GPA Required in Composite Major Upper-Level Hours in Composite Major	24 2.00	0	24 51
EXSS Activity - 1 hr FINA 3315 - 3 hrs Total Hours in General Education	52	0		Minimum GPA Required in Composite Major Upper-Level Hours in Composite Major	24 2.00 51	0	24 51
EXSS Activity - 1 hr FINA 3315 - 3 hrs <u>Total Hours in General Education</u> <u>Notes:</u>	52	0		Minimum GPA Required in Composite Major Upper-Level Hours in Composite Major ELECTIVES - 9 hrs	24 2.00 51	0	24
EXSS Activity - 1 hr FINA 3315 - 3 hrs <u>Total Hours in General Education</u> <u>Notes:</u>	52 n Gen. Ed.	0		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
EXSS Activity - 1 hr FINA 3315 - 3 hrs Total Hours in General Education <u>Notes:</u> *Elective hours may vary based upon courses taken i	52 n Gen. Ed.	0		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
EXSS Activity - 1 hr FINA 3315 - 3 hrs Total Hours in General Education <u>Notes:</u> *Elective hours may vary based upon courses taken i	52 n Gen. Ed.	0		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
EXSS Activity - 1 hr FINA 3315 - 3 hrs Total Hours in General Education <u>Notes:</u> *Elective hours may vary based upon courses taken i	52 n Gen. Ed.	0		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
EXSS Activity - 1 hr FINA 3315 - 3 hrs Total Hours in General Education <u>Notes:</u> *Elective hours may vary based upon courses taken i	52 n Gen. Ed.	0		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
EXSS Activity - 1 hr FINA 3315 - 3 hrs Total Hours in General Education <u>Notes:</u> *Elective hours may vary based upon courses taken i	52 n Gen. Ed.	0		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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EXSS Activity - 1 hr FINA 3315 - 3 hrs Total Hours in General Education <u>Notes:</u> *Elective hours may vary based upon courses taken i	52 n Gen. Ed.	0		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
EXSS Activity - 1 hr FINA 3315 - 3 hrs Total Hours in General Education <u>Notes:</u> *Elective hours may vary based upon courses taken i	52 n Gen. Ed.	0		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 Hours	24 51 Grad
EXSS Activity - 1 hr FINA 3315 - 3 hrs Total Hours in General Education <u>Notes:</u> *Elective hours may vary based upon courses taken i	52 n Gen. Ed.	0		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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EXSS Activity - 1 hr FINA 3315 - 3 hrs <u>Total Hours in General Education</u> <u>Notes:</u> *Elective hours may vary based upon courses taken i *Tentative course placement, dependent upon course	52 n Gen. Ed.	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	24 2.00 51 Inst. Req. 9	0 Hours Have	24 51 Gra 9
EXSS Activity - 1 hr FINA 3315 - 3 hrs <u>Total Hours in General Education</u> <u>Notes:</u> 'Elective hours may vary based upon courses taken i 'Tentative course placement, dependent upon course <u>Tentative course placement</u> , dependent upon course	52 n 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 Required in Electives	24 2.00 51 Inst. Req. 9	0 Hours Have 0	24 51 Gra 9 9
EXSS Activity - 1 hr FINA 3315 - 3 hrs Total Hours in General Education Notes: *Elective hours may vary based upon courses taken i *Tentative course placement, dependent upon course Tentative course placement, dependent upon course GRADUATION REQUIREMENTS: General Education	52 n Gen. Ed. e 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 Upper-Level Hours Required in Electives INSTITUTIONAL HOUR BREAKDOWN:	24 2.00 51 Inst. Req. 9	0 Hours Have 0 Hours	24 51 Gra 9 9
EXSS Activity - 1 hr FINA 3315 - 3 hrs <u>Total Hours in General Education</u> <u>Notes:</u> 'Elective hours may vary based upon courses taken i ATentative course placement, dependent upon course <u>ATentative course placement</u> , dependent upon course <u>GRADUATION REQUIREMENTS:</u> General Education Composite Major - Business Core	52 n Gen. Ed. e grades: S2	0 Have 0	52 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 Required in Electives INSTITUTIONAL HOUR BREAKDOWN:	24 2.00 51 Inst. Req. 9	0 Hours Have 0 Hours	24 51 Grad
EXSS Activity - 1 hr FINA 3315 - 3 hrs <u>Total Hours in General Education</u> <u>Notes:</u> <b>'Elective hours may vary based upon courses taken i</b> <b>'Tentative course placement, dependent upon course</b> <b>GRADUATION REQUIREMENTS:</b> General Education Composite Major - Business Core Composite Major (cont'd) - Specialization	52 n Gen. Ed. e grades: Req. 52 39	0 Have 0 0	52 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 Upper-Level Hours Required in Electives INSTITUTIONAL HOUR BREAKDOWN:	24 2.00 51 Inst. Req. 9	0 Hours Have 0 Hours	24 51 Grad 9 9 +AP
EXSS Activity - 1 hr FINA 3315 - 3 hrs <u>Total Hours in General Education</u> <u>Notes:</u> <b>'Elective hours may vary based upon courses taken i</b> <b>'Tentative course placement, dependent upon course</b> <b>'Tentative course placement, dependent upon course</b> <b>GRADUATION REQUIREMENTS:</b> General Education Composite Major - Business Core Composite Major (cont'd) - Specialization Electives	52 n Gen. Ed. a grades: Req. 52 39 24 9	0 Have 0 0 0 0 0	52 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 Upper-Level Hours Required in Electives INSTITUTIONAL HOUR BREAKDOWN:	24 2.00 51 Inst. Req. 9	0 Hours Have 0 Hours	24 51 Gra 9 9
EXSS Activity - 1 hr FINA 3315 - 3 hrs <u>Total Hours in General Education</u> <u>Notes:</u> *Elective hours may vary based upon courses taken i *Tentative course placement, dependent upon course <u>Atomics and the second second second</u> <u>GRADUATION REQUIREMENTS:</u> General Education Composite Major - Business Core Composite Major (cont'd) - Specialization Electives Additional Electives/Major/Minor (Optional)	52 n Gen. Ed. a grades: 52 39 24 9 0	0 Have 0 0 0 0 0 0	52 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 Upper-Level Hours Required in Electives INSTITUTIONAL HOUR BREAKDOWN:	24 2.00 51 Inst. Req. 9	0 Hours Have 0 Hours	24 51 Gra 9 9
EXSS Activity - 1 hr FINA 3315 - 3 hrs Total Hours in General Education Notes: *Elective hours may vary based upon courses taken i *Tentative course placement, dependent upon course 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)	52 n Gen. Ed. 9 grades: 52 39 24 9 0 0	0 Have 0 0 0 0 0 0 0 0 0 0 0	52 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 Upper-Level Hours Required in Electives INSTITUTIONAL HOUR BREAKDOWN:	24 2.00 51 Inst. Req. 9	0 Hours Have 0 Hours	24 51 Gra 9 9
EXSS Activity - 1 hr FINA 3315 - 3 hrs Total Hours in General Education Notes: *Elective hours may vary based upon courses taken i *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) Additional Electives/Major/Minor (Optional) Less Dual-Counted Hours	52 n Gen. Ed. a grades: 52 39 24 9 0 0 0 0	0 Have 0 0 0 0 0 0 0 0 0 0 0 0 0 0	52 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 Upper-Level Hours Required in Electives INSTITUTIONAL HOUR BREAKDOWN:	24 2.00 51 Inst. Req. 9	0 Hours Have 0 Hours	24 51 Gra 9 9
EXSS Activity - 1 hr FINA 3315 - 3 hrs <u>Total Hours in General Education</u> <u>Notes:</u> *Elective hours may vary based upon courses taken i *Tentative course placement, dependent upon course <u>Tentative course placement</u> , dependent upon course <u>GRADUATION REQUIREMENTS:</u> General Education Composite Major - Business Core Composite Major (cont'd) - Specialization Electives Additional Electives/Major/Minor (Optional)	52 n Gen. Ed. 9 grades: 52 39 24 9 0 0	0 Have 0 0 0 0 0 0 0 0 0 0 0	52 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 Upper-Level Hours Required in Electives INSTITUTIONAL HOUR BREAKDOWN:	24 2.00 51 Inst. Req. 9	0 Hours Have 0 Hours	24 51 Gra 9 9
EXSS Activity - 1 hr FINA 3315 - 3 hrs Total Hours in General Education Notes: *Elective hours may vary based upon courses taken i *Tentative course placement, dependent upon course artentative course placement, dependent upon course General Education Composite Major - Business Core Composite Major (cont'd) - Specialization Electives Additional Electives/Major/Minor (Optional) Additional Electives/Major/Minor (Optional) Additional Electives/Major/Minor (Optional) Less Dual-Counted Hours Total Hours Required (Minimum 124)	52 n Gen. Ed. a grades: 52 39 24 9 0 0 0 0 124	0 Have 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	52 52 52 52 39 24 9 0 0 0 0 124	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 Required in Electives INSTITUTIONAL HOUR BREAKDOWN:	24 2.00 51 Inst. Req. 9	0 Hours Have 0 Hours	24 51 Gra 9 9
EXSS Activity - 1 hr FINA 3315 - 3 hrs Total Hours in General Education Notes: *Elective hours may vary based upon courses taken i *Tentative course placement, dependent upon course *Tentative course placement, dependent upon course General Education Composite Major - Business Core 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	52 n Gen. Ed. a grades: a grades: 52 39 24 9 0 0 0 0 124 31	0 Have 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	52 Need 52 39 24 9 0 0 0 0 124 31	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 Required in Electives INSTITUTIONAL HOUR BREAKDOWN:	24 2.00 51 Inst. Req. 9	0 Hours Have 0 Hours	24 51 Gra 9 9
EXSS Activity - 1 hr FINA 3315 - 3 hrs Total Hours in General Education Notes: Elective hours may vary based upon courses taken i Tentative course placement, dependent upon course 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) Additional Electives/Major/Minor (Optional) Additional Electives/Major/Minor (Optional) Less Dual-Counted Hours Total Hours Required (Minimum 124)	52 n Gen. Ed. a grades: 52 39 24 9 0 0 0 0 124	0 Have 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	52 52 52 52 39 24 9 0 0 0 0 124	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 Required in Electives INSTITUTIONAL HOUR BREAKDOWN:	24 2.00 51 Inst. Req. 9	0 Hours Have 0 Hours	24 5 Gra 9 +A

## PRELIMINARY