

## Bachelor of Applied Science

### Major: Digital Marketing

Catalog: 2024-2025

Expires 8/1/2031

Name:

Student ID:

Updated:

Audited:

Catalog: 2024-2025

Advisor & Campus :

UNIFIED GENERAL EDUCATION CORE - 42 hrs minimum				MAJOR: Digital Marketing - 36 hrs minimum																																																																									
	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 <b>Creative Arts</b> 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; <b>OR Multi-Cultural</b> 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, <b>OR Social Perspectives</b> Elec from: ECON 2307, EDUC 2307, GEOG 1301, PHIL 1301, PSYC 1301, or SOCI 1301 - 3-4 hrs  <u>Christian Foundations for Life in Community - 9 hrs</u> RLG 1301 - 3 hrs RLG 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 <b>Max 6 hrs of "Technical" allowed in Gen Ed</b>				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  <table border="1"> <thead> <tr> <th></th> <th>Req.</th> <th>Have</th> <th>Need</th> </tr> </thead> <tbody> <tr> <td>Total Hours in Major</td> <td>36</td> <td>0</td> <td>36</td> </tr> <tr> <td>Minimum Upper Level Hours in Major</td> <td>18</td> <td>0</td> <td>18</td> </tr> <tr> <td>Minimum GPA Required in Major</td> <td>2.00</td> <td></td> <td></td> </tr> </tbody> </table>					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																																																								
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