

## Bachelor of Business Administration Specialization in Digital Marketing Catalog: 2025-26

Name: Catalog: 2025-26
Student ID: Expires 8/1/2032
Advisor:

Updated: Audited:

UNIFIED GENERAL EDUCATION CORE - 42 hrs				COMPOSITE MAJOR - 39 hrs			
ıİ	Inst.	Hours	Grade	Business Core	Inst.	Hours	Grade
Creative Expression for Engaging Community - 9 hrs	IIISt.	Hours	Grade	ACCT 2305 - 3 hrs	IIISt.	nours	Grade
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 fina	al year)		
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 (except	3301) - 3 h	nrs	MGMT 3304 - 3 hrs			
HIST (from options listed above) or ENGL Literature Elec	- 3 hrs			MGMT 3310 - 3 hrs			
HIST or ENGL Literature Elec; OR Multi-Cultural Elec from	om:			MISM 3303 - 3 hrs			
Foreign Lang., COMS 3303, ENGL 2303 / 3318 / 3322,		-		MKTG 3312 - 3 hrs			
HIST 1303 / 1304 / 3306 / 3308 / 3309 / 3313 / 3330 / 33	334, SOSC	3320,					
or THST-PHIL 3333 - 3-4 hrs							
Critical Evension of Constitution and Constitution (10.44)					Dan	Have	Mass
Critical Examination of Creation and Community - 12-14 h	<u>11 S</u>			Total Haura in Pusinasa Cara	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	J *	11	
POLS 2301 - 3 hrs	EDI 10 0	207		Specialization - Digital Marketing	Inst.	Hours	Grade
Math or Science Elec, <u>OR</u> Social Perspectives Elec fron GEOG 1301, PHIL 1301, PSYC 1301, or SOCI 1301 - 3		3U1,		MKTG 3316 - 3 hrs			
- GLOG 1301, FAIL 1301, FSTO 1301, OF SOOI 1301 - 3	- <del>4</del> 1115			MKTG 3320 - 3 hrs MKTG 3321 - 3 hrs			
Christian Foundations for Life in Community - 9 hrs				MKTG 3321 - 3 nrs MKTG 3324 - 3 hrs			
Christian Foundations for Life in Community - 9 hrs				MKTG 3324 - 3 hrs			
RLGN 1301 - 3 1118				MKTG 4318 or 4319 - 3 hrs			
BASC 1200 - 2 hrs and EXSS 1112 - 1 hr OR				MKTG 4316 of 4319 - 31118			
BASC 1301 - 3 hrs (required for EXT students)				MKTG 4344 - 3 hrs			
GRAD 0001 - 0 hrs							
0.4.5							
DEGREE SPECIFIC GENERAL EDUCATION - 10 hrs				1			
	Inst.	Hours	Grade				
BUAD 2335 - 3 hrs				1			
COSC 2311 - 3 hrs							
EXSS Activity - 1 hr							
FINA 3315 - 3 hrs							
4							
1					Req.	Have	Need
				Total Hours in Specialization	24	<b>Have</b> 0	Need 24
	Req.	Have	Need	Minimum GPA Required in Composite Major	24 2.00	0	24
Total Hours in General Education	<b>Req.</b> 52	Have 0	Need 52	Minimum GPA Required in Composite Major Upper-Level Hours in Composite Major	24		
	•			Minimum GPA Required in Composite Major	24 2.00 51	0	24 51
Notes:	<u>52</u>	0		Minimum GPA Required in Composite Major Upper-Level Hours in Composite Major ELECTIVES - 9 hrs	24 2.00	0	24
	<u>52</u>	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
Notes: *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
Notes:	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
Notes: *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
Notes: *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
Notes: *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
Notes: *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
Notes: *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
Notes: *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
Notes: *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
Notes: *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
Notes: *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 0 Hours	24 51 Grade
Notes: *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 Elective - 3 hrs	24 2.00 51 Inst.	0 0 Hours	51 Grade
Notes: *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 Elective - 3 hrs  Total Hours in Electives	24 2.00 51 Inst.	0 0 Hours	51 Grade
Notes: *Elective hours may vary based upon courses taken i  ^Tentative course placement, 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 in Electives Upper-Level Hours Required in Electives	24 2.00 51 Inst.	0 0 Hours	24 51 Grade
Notes: *Elective hours may vary based upon courses taken i  ^Tentative course placement, dependent upon course  GRADUATION REQUIREMENTS:  General Education  Composite Major - Business Core	n Gen. Ed	0	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 in Electives Upper-Level Hours Required in Electives  INSTITUTIONAL HOUR BREAKDOWN:	24 2.00 51 Inst.	0 0 Hours Have 0	24 51 Grade Need 9
Notes: *Elective hours may vary based upon courses taken i  ^Tentative course placement, dependent upon course  GRADUATION REQUIREMENTS:  General Education	n Gen. Ed e grades: Req.	Have	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 in Electives Upper-Level Hours Required in Electives  INSTITUTIONAL HOUR BREAKDOWN:	24 2.00 51 Inst.	0 0 Hours Have 0	24 51 Grade Need 9 +AH
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	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 in Electives Upper-Level Hours Required in Electives  INSTITUTIONAL HOUR BREAKDOWN:	24 2.00 51 Inst.	0 0 Hours Have 0	24 51 Grade Need 9 +AH
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)	52 n Gen. Ed e grades: Req. 52 39 24	Have 0 0	52 Need 52 39 24	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 in Electives Upper-Level Hours Required in Electives  INSTITUTIONAL HOUR BREAKDOWN:	24 2.00 51 Inst.	0 0 Hours Have 0	24 51 Grade Need 9 +AH
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	52 n Gen. Ed e grades: Req. 52 39 24 9	Have 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 in Electives Upper-Level Hours Required in Electives  INSTITUTIONAL HOUR BREAKDOWN:	24 2.00 51 Inst.	0 0 Hours Have 0	24 51 Grade Need 9 +AH
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)	52 n Gen. Ed e grades: Req. 52 39 24 9 0	Have 0 0 0 0	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 in Electives Upper-Level Hours Required in Electives  INSTITUTIONAL HOUR BREAKDOWN:	24 2.00 51 Inst.	0 0 Hours Have 0	24 51 Grade Need 9 +AH
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)	52 n Gen. Ed e grades:  Req. 52 39 24 9 0 0	Have 0 0 0 0 0 0	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 in Electives Upper-Level Hours Required in Electives  INSTITUTIONAL HOUR BREAKDOWN:	24 2.00 51 Inst.	0 0 Hours Have 0	24 51 Grade Need 9
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) Less Dual-Counted Hours Total Hours Required (Minimum 124)	52 n Gen. Ed e grades: 52 39 24 9 0 0	Have 0 0 0 0 0 0 0 0 0	Need 52 39 24 9 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 in Electives Upper-Level Hours Required in Electives  INSTITUTIONAL HOUR BREAKDOWN:	24 2.00 51 Inst.	0 0 Hours Have 0	24 51 Grade Need 9 +AH
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) Less Dual-Counted Hours Total Hours Required (Minimum 124) Wayland Residency Hours Required	52  n Gen. Ed e grades:  Req. 52 39 24 9 0 0 124 31	Have 0 0 0 0 0 0 0 0 0	Need 52 39 24 9 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 in Electives Upper-Level Hours Required in Electives  INSTITUTIONAL HOUR BREAKDOWN:	24 2.00 51 Inst.	0 0 Hours Have 0	24 51 Grade Need 9 +AH
*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)  Less Dual-Counted Hours  Total Hours Required (Minimum 124)  Wayland Residency Hours Required  Cumulative Upper-Level Hours Required	52 n Gen. Ed e grades:  Req. 52 39 24 9 0 0 124 31 42	Have 0 0 0 0 0 0 0 0 0 0	Need 52 39 24 9 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  Elective - 3 hrs  Elective - 4 hrs  Upper-Level Hours Required in Electives  INSTITUTIONAL HOUR BREAKDOWN: WBU - WAYLAND BAPTIST UNIVERSITY	24 2.00 51 Inst.	0 0 Hours Have 0	24 51 Grade Need 9
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)  Less Dual-Counted Hours  Total Hours Required (Minimum 124)  Wayland Residency Hours Required	52  n Gen. Ed e grades:  Req. 52 39 24 9 0 0 124 31	Have 0 0 0 0 0 0 0 0 0	Need 52 39 24 9 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 in Electives Upper-Level Hours Required in Electives  INSTITUTIONAL HOUR BREAKDOWN:	24 2.00 51 Inst.	0 0 Hours Have 0	24 51 Grade Need 9