

Bachelor of Applied Science

Major: Digital Marketing

Catalog: 2025-2026

Expires 8/1/2032

Name:

Student ID:

Updated:

Audited:

Catalog: 2025-2026

Advisor & Campus :

UNIFIED GENERAL EDUCATION CORE - 42 hrs minimum				MAJOR: Digital Marketing - 36 hrs minimum			
	Inst.	Hours	Grade		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				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			
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: 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				Total Hours in Major			
42				36			
				Minimum Upper Level Hours in Major			
				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 General Education				Total Hours in Experiential Professional Development			
42				12			
				0			
				12			
ELECTIVES				PROFESSIONAL DEVELOPMENT - 24 hrs minimum			
Inst. Hours Grade				Inst. Hours Grade			
COSC 2311 - 3 hrs** Elective - 3 hrs Elective - 3 hrs Elective - 1 hr				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				Req. Have Need			
Total Hours in Electives				Total Hours in Professional Development			
10				24			
0				0			
10				24			
Notes: *Elective hours may vary based upon courses taken in Gen. Ed. **COSC 2311 is a required prerequisite. COSC 2311 may also be used as a Business Elective in the PD block if an alternate elective is completed in the elective block.				The Professional Development consists of credits selected to provide depth or breadth to the major.			
				Req. Have Need			
				24			
				0			
				24			
GRADUATION REQUIREMENTS:				INSTITUTIONAL HOUR BREAKDOWN:			
Req. Have Need				Hours +AH			
General Education				WBU - WAYLAND BAPTIST UNIVERSITY			
42				0			
Major				MSS - MILITARY SERVICE SCHOOL			
36				0			
Professional Development				MOS - MILITARY OCCUPATIONAL SPECIALTY			
24				0			
Experiential Professional Development				PLA - PRIOR LEARNING ASSESSMENT			
12				0			
Electives							
10							
2nd Major/Minor							
0							
Less Dual-Counted Hours							
0							
Total Hours Required (Minimum 124)							
124							
0							
Upper-Level Hours in Major Required							
18							
Upper-Level Academic Hours Required							
21							
Upper-Level Cumulative Required							
36							
Non Junior College Hours Required							
52							
Wayland Residency Hours Required							
31							
Exam Hours (Maximum 42)							
≤42							
				Hours completed towards AASc:			
				0			
				0			