

B.S. in Digital Marketing

Warner Pacific University 4-Year Degree Plan



This sample curriculum is designed to show you how a program may be constructed to complete the major in 4 years. Various factors can influence your personal degree plan, including transfer coursework. You should work with your academic advisor to design a personalized program of studies.

FIRST YEAR- Fall Semester	16 Credits	FIRST YEAR- Spring Semester	15 Credits
~ EN 111 English Composition I	4	~ EN 112 English Composition II	4
~ URB 160 FYLC Topics Course	3	~ Holistic Living Core	3
~ + BUS 223 Intro to Microsoft Office	3	~ + BUS 290 Ethics, Social Issues, & Responsibility	3
+ MKTG 242 Intro to Marketing	3	+ BUS 195 Internship Preparation	2
~ MA 90 or MA 95 Algebra <i>If needed, OR take</i>	3	~ MA 95 Intermediate Algebra <i>If needed, OR take</i>	3
+ PSY 140 General Psychology		~ MA 111 College Algebra or MA 242 Statistics	

Note: Students who require MA 90 Elementary Algebra and/or MA 95 Intermediate Algebra based on math placement should take the algebra during the first year and save PSY 140 and MA 111/242 for the second year.

SECOND YEAR- Fall Semester	15 Credits	SECOND YEAR- Spring Semester	15 Credits
~ REL 220 or 320 Spiritual Journey Core	3	~ Historical & Cultural Knowledge Core	3
~ Diversity Core	3	+ BUS 394 Research Methods & Applied Statistics	3
+ COMM 250 Intro to Digital Media	3	+ MKTG 342 Marketing Management	3
Elective or Minor Course	3	Elective: COMM 310 is recommended	3
Elective or Minor Course <i>Take PSY 140 if not completed in first year</i>	3	Elective or Minor Course <i>Take MA 111/242 if not completed in first year</i>	3

THIRD YEAR- Fall Semester	16 Credits	THIRD YEAR- Spring Semester	15 Credits
~ Science Core	4	~ ILR 300 Adv Info Literacy & Research	3
~ + BUS 261 Org Writing & Presentations	3	+ BUS 495 Internship	3
+ MKTG 350 Customer Relations Management	3	+ MKTG 420 Advertising & Public Relations	3
Elective: COMM 265 is recommended	3	+ MKTG 300 Consumer Behavior	3
Elective or Minor Course	3	Elective: COMM 360 is recommended	3

FOURTH YEAR- Fall Semester	15 Credits	FOURTH YEAR- Spring Semester	13+ Credits
~ HUM 310 Faith, Living, and Learning	3	+ BUS 495 Internship (May be repeated)	1-6
+ COMM 381 Social Media Analytics	3	+ MKTG 425 Integrated Marketing Communications	3
Upper Div. Elective: BUS 370 is recommended	3	Upper Div. Elective: COMM 300 is recommended	3
Upper Div. Elective: PSY 350 is recommended	3	Upper Div. Elective: MKTG 430 is recommended	3
Elective or Minor Course	3	Elective or Minor Course	3

Key: ~ General Education Core Requirement ^ Major Prerequisite Requirement + Major Requirement

Enhancement Courses: The following marketing courses are offered by Multnomah University and are available to WPU students via the Alliance cross-registration process. Please consult with the Records Office for registration instructions.

- MKT 363 Consumer Behavior (SPRING EVEN YEARS)- Equivalent to MKTG 300 at WPU
- MKT 411 Digital Marketing (FALL EVEN YEARS)- Elective class
- MKT 415 Marketing Research (FALL ODD YEARS)- Elective class
- MKT 424 Content Marketing (SPRING ODD YEARS)- Equivalent to MKTG 425 at WPU

WPU Baccalaureate Degree Requirements

In order to earn a baccalaureate degree at WPU, you need to complete the following:

- All major and GE core requirements with grades of at least C- in each course
- A total of 120 semester credits, including at least 40 upper-division credits (300-level and 400-level courses),
- A cumulative GPA of at least 2.0.

Please refer to the catalog for specific options in each GE Core area and for additional information regarding degree requirements.