

B.S. in Business Administration

Warner Pacific University 2-Year Degree Plan



This sample curriculum is designed to show you how a program may be constructed for the junior-standing transfer student to complete the major in 2 years. **This plan assumes you have successfully completed the following college-level coursework that has been approved for transfer to WPU:**

- **At least 60 semester credits of transfer credit**
- **All lower-division core requirements** for Warner Pacific University through one of the following options:
 - Successful completion of an Associate of Arts for Oregon Transfer (AAOT) degree
 - Successful completion of a Washington Direct Transfer Agreement (DTA) associate degree
 - Successful completion of all required individual courses for lower-division core
- **Introduction to Business course** with a grade of C- or higher

If you lack any of these requirements, you will need to add them to your degree plan and you may require more than 2 years for completion. You should work with your academic advisor to design a personalized program of studies.

JUNIOR YEAR- Fall Semester	15 Credits	JUNIOR YEAR- Spring Semester	14 Credits
^ BUS 223 Intro to Microsoft Office	3	+ BUS 195 Internship Preparation	2
+ BUS 261 Org Writing & Presentations	3	+ BUS 290 Ethics, Social Issues, & Responsibility	3
+ COMM 250 Intro to Digital Media	3	+ MKTG 300 Consumer Behavior	3
+ MKTG 242 Intro to Marketing	3	+ MKTG 342 Marketing Management	3
~ ILR 300 Adv Info Literacy & Research	3	Upper-Division Elective	3

SENIOR YEAR- Fall Semester	15 Credits	SENIOR YEAR- Spring Semester	16+ Credits
+ BUS 370 or other major elective	3	+ BUS 394 Research Methods & Applied Statistics	3
+ MKTG 350 Customer Relations Management	3	+ BUS 495 Internship	1-6
+ COMM 381 Social Media Analytics	3	+ MKTG 420 Advertising & Public Relations	3
~ REL 320 Spirituality, Character, and Service	3	+ MKTG 425 Integrated Marketing Communication	3
Upper-Division Elective	3	~ HUM 310 Exploring the Human Condition	3
		Upper-Division Elective	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.