

# BS in Digital Marketing

## Transfer Guide for Clackamas Community College



**Warner Pacific University** is committed to serving students by providing clear pathways for baccalaureate degree completion. This pathway outlines a 2+2 plan for the baccalaureate degree: 2 years (or equivalent) of community college coursework plus 2 years at WPU to complete the degree.

### Years 1 & 2: Courses You Should Take at Clackamas Community College

□ **Total Credits** Complete at least 90 quarter credits (60 semester credits) of transferrable coursework.

□ **General Education Core** Meet the lower-division general education core through one of these options.

Option 1: Complete the AAOT to meet the general education core

OR

Option 2: Complete the specific general education core course requirements (grades of C- or higher) as follows:

- Written Communication (2 courses)
- Information Technology (1 course)
- Science (1 course)
- Mathematics (1 course)
- Hist/Cultural Knowledge (1 course)
- Critical Thinking & Strategic Action (1 course)
- Holistic Worldview (1 Health Course + 1 PE Course)
- Ethics (1 course)
- Appreciation of Diversity (1 course)
- Urban Life (1 course)

*Please see the WPU General Education Core Transfer Guide for a list of acceptable courses in each of these areas*

□ **Major Courses** Prepare for your major at WPU by completing these courses (grades of C- or higher)

<u>Course Title</u>	<u>CCC Course Number</u>	<u>WPU Course Number</u>
○ Microsoft Office	BA 131	BUS 223
○ Introduction to Digital Media	DMC 100 or 280	COMM 250
○ Principles of Marketing	BA 223	BUS 242
○ Internship Preparation	CWE 181	BUS 195
○ Org Writing & Presentations	BA 214	BUS 261

### Years 3 & 4: Courses You Will Take at Warner Pacific University

□ **Total Credits** Complete an additional 60 semester credits to reach 120 total semester credits  
Include at least 40 credits of upper-division courses (300-level or 400-level)

□ **General Education Core** Take the 3 required advanced core courses at WPU (grades of C- or higher)

- ILR 300 Advanced Information Literacy & Research
- HUM 310 Exploring the Human Condition
- REL 320 Spirituality, Character, and Service

□ **Major Courses** Complete your major at WPU by taking these courses (grades of C- or higher)

- Any major courses from the table above that you did not complete before transfer
- BUS 290 Ethics, Social Issues, & Responsibility
- BUS 394 Research Methods & Applied Statistics
- BUS 495 Internship
- COMM 381 Social Media & Analytics
- MKTG 300 Consumer Behavior
- MKTG 342 Marketing Management
- MKTG 350 Customer Relationship Management
- MKTG 420 Advertising & Public Relations
- MKTG 425 Integrated Marketing Communication
- Elective course for major

*Please note that this list provides a general outline of the major requirements at WPU, which may be adjusted and updated periodically.*