BS in Digital Marketing

Transfer Guide for Columbia Gorge 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 Columbia Gorge 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)
- Critical Thinking & Strategic Action (1 course)
- Information Technology (1 course)
- Holistic Worldview (1 Health Course + 1 PE Course)
- Science (1 course)
- Ethics (1 course)
- Mathematics (1 course)
- Appreciation of Diversity (1 course)
- Hist/Cultural Knowledge (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)

Course Title	CGCC Course Number	WPU Course Number
Microsoft Office	BA 131	BUS 223
Introduction to Digital Media	CAS 246	COMM 250
Principles of Marketing	BA 223	BUS 242
Internship Preparation	CG 209	BUS 195
Org Writing & Presentations	BA 205	BUS 261
Ethics, Social Issues, & Responsibility	BA 208	BUS 290

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 394 Research Methods & Applied Statistics
- MKTG 350 Customer Relationship Management
- BUS 495 Internship
- MKTG 420 Advertising & Public Relations
- COMM 381 Social Media & Analytics
- MKTG 425 Integrated Marketing Communication
- MKTG 300 Consumer Behavior
- Elective course for major
- MKTG 342 Marketing Management

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