

# BS in Digital Marketing

## Transfer Guide for Portland 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 Portland 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>PCC Course Number</u>	<u>WPU Course Number</u>
○ Microsoft Office	BA 228	BUS 223
○ Introduction to Digital Media	ART 106	COMM 250
○ Principles of Marketing	BA 223	BUS 242
○ Internship Preparation	CG 280A	BUS 195
○ Org Writing & Presentations	WR 227 & COMM 111	BUS 261
○ Ethics, Social Issues, & Responsibility	BA 277	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
  - 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.*