

# B.S. in Digital Marketing

## 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  | 15 Credits |
|---|------------|---|------------|
| + BUS 261 Org Writing & Presentations   | 3          | + BUS 223 Intro to Microsoft Office   | 3          |
| + COMM 250 Intro to Digital Media   | 3          | + BUS 290 Ethics, Social Issues, & Responsibility   | 3          |
| + MKTG 242 Intro to Marketing   | 3          | ~ ILR 300 Adv Info Literacy & Research  | 3          |
| + MKTG 350 Customer Relations Mgmt (Even) <b>OR</b><br>+ MKTG 300 Consumer Behavior (Odd) | 3          | Upper-Division Elective (Even) <b>OR</b><br>+ MKTG 420 Advertising & Public Relations (Odd) | 3          |
| Upper-Division Elective (Even) <b>OR</b><br>+ MKTG 425 Integrated Marketing Comm (Odd)    | 3          | + MKTG 342 Marketing Management (Even) <b>OR</b><br>+ COMM 381 Social Media Analytics (Odd) | 3          |

| SENIOR YEAR- Fall Semester  | 17 Credits | SENIOR YEAR- Spring Semester  | 13+ Credits |
|---|------------|---|-------------|
| + BUS 195 Internship Preparation  | 2          | + BUS 394 Research Methods & Applied Statistics   | 3           |
| + PSY 140 General Psychology  | 3          | + BUS 495 Internship  | 1-6         |
| + MKTG 350 Customer Relations Mgmt (Even) <b>OR</b><br>+ MKTG 300 Consumer Behavior (Odd) | 3          | Upper-Division Elective (Even) <b>OR</b><br>+ MKTG 420 Advertising & Public Relations (Odd) | 3           |
| Upper-Division Elective (Even) <b>OR</b><br>+ MKTG 425 Integrated Marketing Comm (Odd)    | 3          | + MKTG 342 Marketing Management (Even) <b>OR</b><br>+ COMM 381 Social Media Analytics (Odd) | 3           |
| ~ REL 320 Spirituality, Character, and Service  | 3          | ~ HUM 310 Exploring the Human Condition   | 3           |
| Upper-Division Elective   | 3          |   |             |

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

### 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.