

BS in Digital Marketing

Transfer Guide for Lower Columbia 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 Lower Columbia College

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

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

Option 1: Complete the DTA 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)
- Healthy Lifestyle (1 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** Complete these major courses (grades of C- or higher):

<u>Course Title</u>	<u>LCC Course Number</u>	<u>WPU Course Number</u>
○ Microsoft Office*	BTEC 104	BUS 223
○ Introduction to Digital Media*	ART 121	COMM 250
○ Principles of Marketing*	BUS 264	BUS 242
○ Internship Preparation	BUS 294	BUS 195
○ Org Writing & Presentations	BUS 119	BUS 261
○ Ethics, Social Issues, & Responsibility	BUS 118	BUS 290

Please note that the courses with an asterisk () must be taken prior to transfer to stay on track for a two-year completion plan at WPU*

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

Transfer students can earn their BS in Digital Marketing at WPU within two years as follows:

□ **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** Complete the required advanced core courses: ILR 300, HUM 310, REL 320

Note: This plan assumes that you have completed all lower-division core before transfer, as described above.

□ **Major Courses** Complete your major courses at WPU.

Direct transfer credit will be given for major courses taken at Lower Columbia College as outlined in the table above.

A sample two-year plan for transfer students is available online at www.warnerpacific.edu/2-year-degree-plans; this plan shows the sequence of major courses that you will take during your two years at WPU. Your WPU academic advisor will work with you to develop a personalized program of studies based on your transfer coursework and your academic goals.