

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) OR + MKTG 300 Consumer Behavior (Odd)	3	+ MKTG 425 Int Marketing Comm (Even) OR + MKTG 420 Advertising & Public Relations (Odd)	3
Upper-Division Elective	3	+ MKTG 342 Marketing Management (Even) OR + 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 201 General Psychology	3	+ BUS 495 Internship	1-6
+ MKTG 350 Customer Relations Mgmt (Even) OR + MKTG 300 Consumer Behavior (Odd)	3	+ MKTG 425 Int Marketing Comm (Even) OR + MKTG 420 Advertising & Public Relations (Odd)	3
Upper-Division Elective	3	+ MKTG 342 Marketing Management (Even) OR + 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.