

B.S. in Digital Marketing

Warner Pacific University 4-Year Degree Plan



This sample curriculum is designed to show you how a program may be constructed to complete the major in 4 years. Various factors can influence your personal degree plan, including transfer coursework. You should work with your academic advisor to design a personalized program of studies.

FIRST YEAR- Fall Semester	15 Credits	FIRST YEAR- Spring Semester	15 Credits
~ EN 121 English Composition I	3	~ EN 122 English Composition II	3
~ URB 160 FYLC Topics Course	3	~ Health Course	2
~ + BUS 223 Intro to Microsoft Office	3	~ BI 151 Bible as Sacred Story	3
+ PSY 201 General Psychology	3	~ MA 243 Statistics (or other Math Core)	3
Elective	3	Elective	4

SECOND YEAR- Fall Semester	14 Credits	SECOND YEAR- Spring Semester	15 Credits
~ REL 220 or 320 Spiritual Journey Core	3	~ Historical & Cultural Knowledge Core	3
+ MKTG 242 Intro to Marketing	3	~ + BUS 290 Ethics, Social Issues, & Responsibility	3
+ BUS 195 Internship Preparation	2	~ Diversity Core	3
+ COMM 250 Intro to Digital Media	3	Elective	3
Elective	3	Elective	3

THIRD YEAR- Fall Semester	15 Credits	THIRD YEAR- Spring Semester	15 Credits
~ Science Core	3	~ ILR 300 Adv Info Literacy & Research	3
~ + BUS 261 Org Writing & Presentations	3	+ BUS 394 Research Methods & Applied Statistics	3
+ MKTG 350 Customer Relations Mgmt (Even) OR	3	+ MKTG 425 Int Marketing Comm (Even) OR	3
+ MKTG 300 Consumer Behavior (Odd)		+ MKTG 420 Advertising & Public Relations (Odd)	
Upper-Division Elective (Even)	3	+ MKTG 342 Marketing Management (Even) OR	3
Upper-Division Elective	3	+ COMM 381 Social Media Analytics (Odd)	
		Elective	3

FOURTH YEAR- Fall Semester	15 Credits	FOURTH YEAR- Spring Semester	15+ Credits
~ HUM 310 Exploring the Human Condition	3	+ BUS 495 Internship	1-6
+ MKTG 350 Customer Relations Mgmt (Even) OR	3	+ MKTG 425 Int Marketing Comm (Even) OR	3
+ MKTG 300 Consumer Behavior (Odd)		+ MKTG 420 Advertising & Public Relations (Odd)	
Upper-Division Elective	3	+ MKTG 342 Marketing Management (Even) OR	3
Upper-Division Elective	3	+ COMM 381 Social Media Analytics (Odd)	
Elective	3	Upper-Division Elective	3
		Elective	3-6

Key: ~ General Education Core Requirement + Major Requirement

Recommended Electives The following courses are recommended as electives:

- COMM 265 Intro to Web Design- Fall, Odd Years
- COMM 300 Communication Theory- Fall, Even Years
- COMM 310 Writing Across the Media- Fall, Even Years
- COMM 360 Video Production & Editing- Fall, Even Years
- PSY 350 Social Psychology- Fall, Even Years

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.