

2022-2023

B.A. or B.S. DIGITAL MARKETING**GRACE CORE (39 credits)**

Students will integrate faith and learning across disciplines, demonstrate foundational knowledge and ways of knowing, cultivate characteristics of maturity in relationships with God, others, self, and the world, and apply knowledge to all aspects of life through intellectual and practical skills.

1000-Level Courses**First-Year Learning Communities**

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|----------|--------------------------------------|-----|
| FYE 1000 | First-Year Foundations | 3 |
| BIB 1050 | Exploring the Bible | 3 |
| PSY 1200 | Essentials of Behavioral Science | 3 |
| HIS 1050 | Current Issues in Historical Context | 3 @ |

First-Year Learning Competencies

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|----------|-------------------|---|
| ENG 1100 | Effective Writing | 3 |
| COM 1100 | Public Speaking | 3 |

2000-Level Courses

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|-------------|---------------------------------|---|
| HUM 2100 | Creative Arts & Culture | 3 |
| HUM 2000 | Global Perspectives | 3 |
| SCI 2030 | Faith, Science, & Reason | 3 |
| HUM 2010-30 | Cross-Cultural Field Experience | 0 |
| BIB 2010 | Scripture and Interpretation | 3 |

3000-Level Courses

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|----------|------------------------------------|---|
| ECN 3000 | Consumer Economics | 3 |
| PHI 3010 | Christianity and Critical Thinking | 3 |
| BIB 3300 | Essential Doctrinal Themes | 3 |

ADDITIONAL GENERAL EDUCATION--B.A. or B.S. DEGREE (6 credits)**Satisfies B.S. Degree**

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|-----------|--|---|
| MAT 1000+ | Any Math (1000 Level and Above) | 3 |
| | Any Science/Social Science with the following course prefix: PSY, BHS, SOC, HIS, POS, GEO, SCI, BIO, ENV, PHY | 3 |

Satisfies B.A. Degree

| | | |
|---------|-----------------------------------|---|
| FRE/SPA | Proficiency in Language & Culture | 6 |
| GRE/HEB | French, Spanish, Greek, Hebrew | |

THE MAJOR (66 credits)**DIGITAL MARKETING COURSES (21 credits)**

| | | |
|------------|--------------------------------------|---|
| MKT 2500 | Digital/Internet Marketing | 3 |
| MKT 3000 | Social Community & Content Marketing | 3 |
| MKT 2600 | Online Advertising & Email Marketing | 3 |
| MKT 4200 | Advanced Digital Marketing | 3 |
| ISM 2700 | HTML and Web Development | 3 |
| @ MKT 3270 | Consumer Behavior | 3 |
| @ MKT 4150 | Marketing Research | 3 |

Applied Learning (3 Credits)

| | | |
|----------|---------------------|---|
| BUS 4730 | Business Practicum | 3 |
| Or | | |
| BUS 4930 | Business Internship | 3 |

COMMON PROFESSIONAL COMPONENTS (42 credits)

| | | |
|------------|--|---|
| BUS 1010 | Foundations of Business | 3 |
| MGT 2430 | Principles of Management | 3 |
| MKT 2150 | Marketing Principles | 3 |
| ACC 2110 | Financial Accounting | 3 |
| @ ACC 2120 | Managerial Accounting | 3 |
| @ MGT 3450 | Data Analytics | 3 |
| @ MGT 3480 | Operations & Production Management | 3 |
| BUS 2230 | Economics | 3 |
| BUS 3130 | Business Law I | 3 |
| BUS 3050 | Business Spreadsheet Applications | 3 |
| @ FIN 3240 | Corporate Finance | 3 |
| @ BUS 3570 | Fundamentals of International Business | 3 |
| @ BUS 4220 | Biblical Basis of Business | 3 |
| @ BUS 4800 | Senior Seminar in Management | 3 |

GRADUATION REQUIREMENTS

To receive a degree, each student must satisfy checklist requirements, earn 120 credit hours, have a 2.2 GPA in major courses, and a GPA of 2.0 overall. It is the student's responsibility to work with his/her advisor and monitor progress toward these goals. Some majors and/or minors may have more stringent guidelines.

IS A MINOR REQUIRED WITH THIS MAJOR? NO

Notes about this major: a grade of "C-" or better is required for all courses in the business school.

CHECKSHEET TOTAL CREDITS: 111
TOTAL CREDITS NEEDED TO GRADUATE: 120

† Indicates a course taught by a partner college/university.

@ Indicates a course with prerequisites. Please review catalog for prerequisites.