

2019-2020

B.A. or B.S. DIGITAL MARKETING



GRACE CORE (39 credits; 2 APLs)

The Grace Core is designed around four essential relationships. Though all courses engage most relationships, courses are organized according to the relationship that is their primary focus.

Relationship to God			Relationship to Others		
BIB 1050	Exploring the Bible	3	COM 1100	Public Speaking	3
@ BIB 2010	Scripture and Interpretation	3	ENG 1100	Effective Writing	3
@ BIB 3300	Essential Doctrinal Themes	3	PSY 1200	Essentials in Behavioral Science	3
Relationship to Self			Relationship to the World and Environment		
FYE 1000	First-Year Foundations	3	HIS 1380	Contemporary American and the World	3
ECN 3000	Consumer Economics	3	HUM 2000	Global Perspectives	3
@ PHI 3010	Christianity and Critical Thinking	3	HUM 2010-30	Cross-cultural Field Experience (2 APL)	0
			HUM 2100	Creative Arts & Culture	3
			SCI 2030	Faith, Science, and Reason	3

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

Satisfies B.S. Degree			Satisfies B.A. Degree		
MAT 1000+	Any Math (1000 Level and Above)	3	FRE/SPA	Proficiency in Language & Culture	6
	Any Science/Social Science with the following course prefix: PSY, BHS, SOC, HIS, POS, GEO, SCI, BIO, ENV, PHY	3	GRE/HEB	French, Spanish, Greek, Hebrew	

THE MAJOR (63 credits; 4 APLs)

DIGITAL MARKETING COURSES (21 credits)			COMMON PROFESSIONAL COMPONENTS (42 credits)		
@ MKT 3270	Consumer Behavior	3	BUS 1010	Foundations of Business (1 APL)	3
@ MKT 4150	Marketing Research	3	MGT 2430	Principles of Management	3
MKT 4200	Advanced Digital Marketing	3	PRO 2840	Career Institute (1 APL)	0
ISM 2700	HTML and Web Development	3	ACC 2110	Financial Accounting	3
MKT 2500	Digital/Internet Marketing	3	@ ACC 2120	Managerial Accounting	3
MKT 3000	Social Community & Content Marketing	3	MKT 2150	Marketing Principles	3
MKT 2600	Online Advertising & Email Marketing	3	BUS 2230	Economics	3
			@ MGT 3480	Operations & Production Management	3
			BUS 3130	Business Law I	3
			@ BUS3050	Business Spreadsheet Applications (1 APL)	3
			@ FIN 3240	Corporate Finance	3
			BUS 3570	Fundamentals of International Business	3
			MGT 3405	Organizational Behavior	3
			@ BUS 4220	Biblical Basis of Business	3
			@ BUS 4800	Senior Seminar in Management (1 APL)	3

GRADUATION REQUIREMENTS

To receive a degree, each student must satisfy checklist requirements, earn 120 credit hours, fulfill 12 credits of Applied Learning, 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.

It is strongly encouraged that a minimum of 6 Applied Learning credits be earned in experiential education taking place outside the traditional classroom setting.

IS A MINOR REQUIRED WITH THIS MAJOR? NO

Notes about this major:

CHECKSHEET TOTAL CREDITS: 108
CHECKSHEET TOTAL APL: 6
TOTAL CREDITS NEEDED TO GRADUATE: 120 (12 APLs)

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

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