



## BACHELOR OF SCIENCE IN DIGITAL MARKETING

### FRESHMAN – FALL SEMESTER

BUS 1013	Introduction to Business	3
CIS 1033	Foundations of Computer Science	3
CIS 1144	Computer Science I	4
MAT 1143	College Algebra	3
UNI 1111	University Seminar	1
<i>Total hours</i>		14

### FRESHMAN – SPRING SEMESTER

ART/FAR 1013	Introduction to Art	3
CIS 1154	Computer Science II	4
COM 1103	Fundamentals of Speech Communication	3
ENG 1113	English Composition I	3
MAT 1173	Discrete Mathematics	3
UNI 1121	Introduction to Critical Thinking	1
<i>Total hours</i>		17

### SOPHOMORE – FALL SEMESTER

ACC 2013	Principles of Financial Accounting	3
ART 2703	Introduction to Graphic Design	3
CIS 2253	Web Engineering and Development	3
ECO 2023	Principles of Microeconomics	3
ENG 2213	English Composition II	3
<i>Total hours</i>		15

### SOPHOMORE – SPRING SEMESTER

ACC 2043	Principles of Managerial Accounting	3
BUS 2013	Business Communications	3
BUS 2023	Business Statistics	3
CIS 2003	Web Design <i>[spring, even years]</i>	3
ECO 2033	Principles of Macroeconomics	3
PSY 1013	General Psychology	3
<i>Total hours</i>		18

### JUNIOR – FALL SEMESTER

BIB 1013	Old Testament History	3
BIO 1004	Principles of Biology	4
MGT 3013	Principles of Management	3
POL 1113	American Government and Politics	3
SPF 2012	Introduction to Spiritual Formation	2
	Cultural Studies	2
<i>Total hours</i>		17

### JUNIOR – SPRING SEMESTER

BIB 1023	New Testament History	3
HIS 2213/2223	U.S. History I or II	3
MGT 3033	Operations Management	3
MKT 3023	Principles of Marketing	3
PHS 1004	Introduction to Physical Science	4
<i>Total hours</i>		16

### SENIOR – FALL SEMESTER

BUS 3073	Legal Environment of Business I	3
CIS 3303	Systems Management	3
FIN 3053	Business Finance	3
MKT 3033	Consumer Behavior	3
MKT 3083	Advertising	3
<i>Total hours</i>		15

### SENIOR – SPRING SEMESTER

ART 4713	Graphic Design Portfolio II	3
LDR 4043	Ethics and Professional Development	3
KIN 1162	Foundations of Physical Fitness/Wellness	2
MGT 4083	Strategic Management	3
	4-hours upper-level COBACS or ART courses	4
<i>Total hours</i>		15

### WINTERFEST

MKT 4253	Digital and Social Media Marketing <i>[Online]</i>	3
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*THIS IS A PROPOSED GUIDELINE.* Please check the catalog and see your advisor for your final degree requirements.

Southwest Baptist University reserves the right to make changes to degree plans without advanced notice or obligation.

The student is responsible for understanding and completing all general education, degree, departmental and graduation requirements.