

Student: _____
 ID #: _____ Major: _____



CORE CURRICULUM GUIDE

Credits required: 43

Academic Year 2024-2025

Realms and Additional requirements	Met	Credits	Gr	Cr	Tm
LEADERSHIP REQUIREMENT (Waived for those with ≥ 15 credits or ≥ 24 years of age. Not waived for the RN to BSN or Nursing 1-2-1 Program.)	█				
Leadership for Social Justice Seminar (SYM 110) (W = waived)		3			
PHILOSOPHY/THEOLOGY (sea, phi, thy) (min 10 credits)	█				
Search for Meaning (sea) (SEA 101)		4			
Philosophy (phi)		3-4			
Theology (thy)		3-4			
COMMUNICATIONS/MATH (cm) (min. 9 credits)	█				
College Research Writing (ENG 120)		3			
Professional Presentations (COM 105)		3			
College Level Math (MAT 104 or higher)		3-4			
World Language (3 credits or equivalency fulfilled)		3			
LITERATURE/FINE ARTS (lit, fa) (min. 9 credits)	█				
Fine Arts (fa) (min. 3 cr. of music, art, or dance)		3-4			
Literature (lit) (min. 3 cr.)		3-4			
Option (lit or fa) (min. 2 cr.)		2-4			
HUMANISTICS (his, bes, hum) (min. 9 credits)	█				
Behavioral Science (bes) (min. 3 cr.)		3-4			
History (his) (min. 3 cr.)		3-4			
Option (his, bes, hum) (min. 3 cr.)		3-4			
SCIENCES (sci, bio, che, phy) (min. 3 credits)	█				
Earth science, biology, chemistry, or physics (min. 3 cr.)		3-4			
OTHER GRADUATION REQUIREMENTS (Additional information in the University bulletin.)	█				
120 total credits required for graduation.					
43 Core credits required for graduation (40 if LSJ is waived).					
GLOBAL - One "global-designated" course (g) (minimum 3 credits). Transfer courses do not qualify.					

Student: _____

ID #: _____ Major: _____

DIGITAL MARKETING

MAJOR

Credits required: 45

Academic Year 2024-2025

Note: 2.5 GPA for courses in the major, internship. Students are strongly encouraged to select a minor in Public Relations, Business Administration, User Experience Design, Writing for New Media, Psychological Sciences, or Entrepreneurship. Minors must have 9 unique credits.

Course Code	Course Title	Credits	Gr	Cr	Tm
BUS 109	Data and Data Literacy	3			
COM 220	Communication Theory	3			
COM 270	Integrated Marketing Communications	3			
COM 280	Viral and Organic Growth	3			
COM 295	Email Marketing	3			
COM 340	Social Media Marketing	3			
COM 343	Persuasive Communication	3			
COM 344	Search Engine Optimization & Search Engine Marketing	3			
COM 350	Global Marketing	3			
COM 420	Brand Strategy	3			
COM 430	Digital Marketing Analytics	3			
COM 494	Capstone Experience	2			
COM 498	Internship	3			
ENG 419	Technical and Business communication	4			
	Electives – Choose 1 course from the following				
BUS 260	Introduction to Entrepreneurship	3			
COM 232	Small Group Communication	3			
COM 235	Intercultural Communication	3			
COM 301	Introduction to Public Relations	3			
COM 320	Organizational Communication	3			
COM 331	Media and Health Communication	3			
COM 355	Crisis Communication	3			
COM 360	Advertising and Promotion	3			
COM 385	Media in the Modern World	3			
COM 491	Strategic Public Relations Management	3			