

**TENNESSEE WESLEYAN UNIVERSITY**  
**GOODFRIEND SCHOOL OF BUSINESS**  
**Digital Marketing Emphasis**

Name: \_\_\_\_\_ Entry Year: \_\_\_\_\_  
 Transfer Hrs. \_\_\_\_\_ Intent Filed: \_\_\_\_\_

**Wesleyan Essentials (48-51 s.h.)**

**Written Word<sup>1</sup> (6 s.h. total)**

ENG 101 Composition I (3)\_\_\_\_  
 ENG 102 Composition II (3)\_\_\_\_

**Spoken Word:** Choose from (6 s.h. total):

French or Spanish I/II (3)\_\_\_\_  
 ENG 321  
 ENG 322 (3)\_\_\_\_  
 SPE 101 (3)\_\_\_\_

**Artist's Expression:<sup>5</sup> Choose from (6 s.h. total)**

Art, Communication,  
 Literature, Music or (3)\_\_\_\_  
 Theater (3)\_\_\_\_

**Western Heritage<sup>3</sup> (9 s.h. total)**

REL\_\_\_\_ (3)\_\_\_\_  
 History\_\_\_\_ (3)\_\_\_\_  
 HIS/PHI/REL\_\_\_\_ (3)\_\_\_\_

**Cultural Diversity<sup>2</sup> (6 s.h. total) Choose two**

Art, History, Literature, Music, (3)\_\_\_\_  
 Philosophy, Religion or Theater (3)\_\_\_\_

**Scientific Perspectives (9 s.h. total)**

Math or Statistics (3)\_\_\_\_  
 Bio/Chem/Phys/Env Sci (3)\_\_\_\_  
 Math/Bio/Chem/Phy/Env Sci. (3)\_\_\_\_

**Societal Perspectives<sup>2</sup> (6 s.h. total) Choose two from:**

Criminal Justice, Economics  
 Political Science, Psychology (3)\_\_\_\_  
 Sociology, Social Work (3)\_\_\_\_

**BA Core**

BUS 201 Principles of Accounting I (3)\_\_\_\_  
 BUS 202 Principles of Accounting II (3)\_\_\_\_  
 BUS 218 Introduction to Microcomputer Apps (3)\_\_\_\_  
 BUS 221 Legal Environment of Business (3)\_\_\_\_  
 BUS 315 Business Communications (HIP) (3)\_\_\_\_  
 BUS 321 Principles of Management (3)\_\_\_\_  
 BUS 351 Principles of Marketing (3)\_\_\_\_  
 BUS 410 Business Strategy (HIP) (3)\_\_\_\_  
 BUS Principles of Macroeconomics (3)\_\_\_\_  
 BUS Principles of Microeconomics (3)\_\_\_\_  
 BUS 300 Business Statistics (3)\_\_\_\_  
 BUS 335 Corporate Finance (3)\_\_\_\_

**Digital Marketing Emphasis: (18 hours)**

BUS 341 Integrated Marketing Communications (3)\_\_\_\_  
 BUS 481 Retail and E-Marketing (3)\_\_\_\_  
 BUS 488 Web Analytics (3)\_\_\_\_  
 ART 106 Introduction to Graphic Design (3)\_\_\_\_  
 COM 350 Social Media and Communication (3)\_\_\_\_  
 COM 375 Web Content Design (3)\_\_\_\_

Courses/Electives to complete 120 hours

**The Bulldog Connection**

- TWU 101/102
- Cultural Diversity Courses (2)
- Major Embedded High Impact Course \_\_\_\_\_
- Capstone Course \_\_\_\_\_

**TWU 101/102<sup>4</sup>** (3)\_\_\_\_

**NOTES:** Semester Hours required for Degree:120; 60 Hours MUST be from a four-year institution, 30 being done at TWU.

<sup>2</sup>Students must complete courses from two separate disciplines.

<sup>3</sup>Students must complete one religion course and one History course.

<sup>4</sup>Required of all new Freshman and transfer students with fewer than 15 semester hours

<sup>5</sup>Students must complete courses from two separate disciplines; one course in this category only may be embedded in the major.