

TENNESSEE WESLEYAN UNIVERSITY

Department of Fine Arts Digital Marketing Emphasis

Name: _____ Entry Year: _____
Transfer Hrs. _____ Intent Filed: _____

Wesleyan Essentials (48-51 s.h.)

Written Word¹ (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:⁵ Choose from (6 s.h. total)

Art, Communication,
Literature, Music or
Theater (3) _____
(3) _____

Western Heritage³ (9 s.h. total)

REL _____ (3) _____
History _____ (3) _____
HIS/PHI/REL _____ (3) _____

Cultural Diversity² (6 s.h. total) Choose two

Art, History, Literature, Music, (3) _____
Intercultural Comm, 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 Perspectives² (6 s.h. total) Choose two from:

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

TWU 101/102 ⁴ (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 _____

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

²Students must complete courses from two separate disciplines.

³Students must complete one religion course and one History course.

⁴Required of all new Freshman and transfer students with fewer than 15 semester hours

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