

Western Connecticut State University Degree Works

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|-----------------------|--|----------------------|--|----------------------------|-----------|
| Student | | College | | Hold | |
| ID | | School | | Athletics | |
| Classification | | Degree | BBA Marketing, Digital Interactive Mkt | Housing Status | |
| Advisor | | Major | | Full-Time/Part-Time | |
| Overall GPA | | Concentration | | Catalog Term | FALL 2016 |
| | | Minor | | FERPA Indicator | |

Legend

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|--|--|--|
| <input checked="" type="checkbox"/> Complete | <input type="checkbox"/> Complete except for classes in-progress | <input type="checkbox"/> (TR) Transfer Class |
| <input type="checkbox"/> Not Complete | <input type="checkbox"/> See Advisor - Nearly Complete | <input type="checkbox"/> @ Any course number |
| <input type="checkbox"/> IP In-Progress Course | | |

BBA in Digital and Interactive Marketing Overview

Unmet conditions for this set of requirements: 120 credits are required.

- Minimum credits at WCSU A minimum of 30 credits must be taken at WCSU.
- A minimum cumulative GPA of 2.3 is required When your first term is graded, your cumulative GPA will be calculated. If your cumulative GPA falls below 2.3 it is important to see an advisor to make plans for raising your GPA.
- General Education Competency Requirements
- General Education Course Requirements Including Cognates
- Major Requirements
- Non-Business Electives

General Education Competency Requirements

Unmet conditions for this set of requirements: Students must complete each of the competencies listed below. In addition, students must complete 3 of the competencies a second time excluding First Year (FY) and WRT 101 (WI).

- General Education Competencies
- Creative Process (CP) 1 to 2 Classes
- Critical Thinking (CT) 1 to 2 Classes
- Oral Communication (OC) 1 to 2 Classes
- Health and Wellness (HW) 1 to 2 Classes
- Scientific Inquiry (SI) 1 to 2 Classes
- Intercultural Competence (IC) 1 to 2 Classes
- Information Literacy (IL) 1 to 2 Classes

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| <input type="checkbox"/> | First Year Experience (FY) | 1 Class |
| <input type="checkbox"/> | Culminating Experience (CE) | 1 to 2 Classes |
| <input type="checkbox"/> | Writing Course (WRT 101) | WRT 101 |
| <input type="checkbox"/> | Writing Intensive II (W2) | 1 to 2 Classes |
| <input type="checkbox"/> | Writing Intensive III | 1 to 2 Classes |
| <input type="checkbox"/> | Quantitative Reasoning (QR) | 1 to 2 Classes |

General Education Course Req. Including Cognates

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| Unmet conditions for this set of requirements: | | 40 credits are required. |
| <input type="checkbox"/> | WRITING COURSE (3 S.H.) | WRT 101 |
| <input type="checkbox"/> | BBA COGNATE REQUIREMENTS (15 S.H.) | |
| <input type="checkbox"/> | Macroeconomics | ECO 211 |
| <input type="checkbox"/> | Microeconomics | ECO 213 |
| <input type="checkbox"/> | Managerial Writing (W2) | WRT 210W* |
| <input type="checkbox"/> | Intro to Psychology | PSY 100 |
| <input type="checkbox"/> | Mathematics Requirement | MAT 118* or 133* or 181* |
| <input type="checkbox"/> | 22 CREDITS IN CLASSES OUTSIDE MAJOR | |

Major in Marketing

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| Unmet conditions for this set of requirements: | | 59 credits are required. |
| <input type="checkbox"/> | Minimum 2.0 major GPA | |
| <input type="checkbox"/> | Minimum credits at WCSU | A minimum of 29 credits must be taken at WCSU. |
| <input type="checkbox"/> | BBA CORE REQUIREMENTS (34 S.H.) | |
| <input type="checkbox"/> | Orientation to Ancel | MKT 101 |
| <input type="checkbox"/> | Financial Accounting | ACC 201* |
| <input type="checkbox"/> | Managerial Accounting | ACC 202* |
| <input type="checkbox"/> | Business or Commercial Law | ACC 340 or JLA 240 |
| <input type="checkbox"/> | Business Statistics | FIN 230* |
| <input type="checkbox"/> | Principles of Finance | FIN 310* |
| <input type="checkbox"/> | Organizational Behavior | MGT 250 |
| <input type="checkbox"/> | Operations Management | MGT 320* |
| <input type="checkbox"/> | Strategic Management | MGT 415 |
| <input type="checkbox"/> | Information Systems Concepts | MIS 260 |

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| <input type="checkbox"/> | Principles of Marketing | MKT 200 |
| <input type="checkbox"/> | Global Environment of Business | MKT 305* |
| <input type="checkbox"/> | INTERACTIVE MARKETING REQUIREMENTS (25 S.H.) | |
| <input type="checkbox"/> | Consumer Behavior: Concepts, Research Methods and Applications | MKT 310 |
| <input type="checkbox"/> | Advertising and Integrated Marketing | MKT 315 |
| <input type="checkbox"/> | Direct/Interactive Marketing | MKT 327 |
| <input type="checkbox"/> | Customer Relationship Management and Database Marketing | MKT 380 |
| <input type="checkbox"/> | E-Commerce and Internet Marketing | MKT 411 |
| <input type="checkbox"/> | Marketing Research: Methods and Application | MKT 415 |
| <input type="checkbox"/> | Marketing Management: Analysis, Planning and Implementation | MKT 490 |

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| <input type="checkbox"/> | BBA Elective Requirements |
| <input type="checkbox"/> | 21 credits Elective |

Notes