

BLUE MOUNTAIN CHRISTIAN UNIVERSITY
DIGITAL MARKETING—LCMC CONSORTIUM, BACHELOR OF SCIENCE

120 total hours required

- ☐ 25% of degree hours must be earned at BMCU.
- ☐ Students may transfer a maximum of 70 semester hours of credit from a community or junior college.
- ☐ A minimum of 40 semester hours of credit in 300- and 400- level courses are required for a degree at the University. Twenty-four of these semester hours must be earned at the University.
- ☐ A minimum of 12 semester hours of 300- and 400-level *major* course work is required for a degree of which six must be earned at the University.
- ☐ A minimum of six semester hours of 300- and 400-level *minor* course work is required for a degree of which three must be earned at the University.
- ☐ Proficiencies must be met in Mathematics, English, and the Core Curriculum.

COLLEGE CORE REQUIREMENTS

ENGLISH: 12-14 hours

- ☐ ENG 100 English Composition I **or**
ENG 110 English Composition I-Honors
- ☐ ENG 101 English Composition II **or**
ENG 111 English Composition II-Honors
- ☐ Select one 200-level literature course
- ☐ Select an additional 200-level or above 3-hour ENG course

HISTORY: 6 hours

- ☐ Select 2 courses from the following
HIS 110 Western Civilization I; HIS 111 Western Civilization II;
HIS 210 Early U.S. History; HIS 211 Modern U.S. History

SOCIAL/BEHAVIORAL SCIENCE: 9 hours

- ☐ PSY 100 Intro to Psychology
- ☐ ECO 320 Economics (Macro)
- ☐ ECO 321 Economics (Micro)

BIBLICAL STUDIES: 6 hours

- ☐ Select 2 courses from the following
BIB 100 Old Testament I; BIB 101 Old Testament II;
BIB 200 New Testament I; BIB 201 New Testament II

NATURAL SCIENCE: 8 hours

- ☐ Choose two courses + labs with BIO, CHE, or PHY prefix.

PHYSICAL SCIENCE: 3-4 hours

- ☐ Select one course with PHY prefix.

MATHEMATICS: 6 hours

- ☐ MAT 110 College Algebra
- ☐ MAT 140 Elementary Statistics

FINE ARTS: 3 hours

- ☐ Select one course from the following
ART 142 Art Appreciation; MUS 142 Music Appreciation;
STH 142 Theatre Appreciation; STH 210 Oral Communication;
or STH 225 Oral Interpretation

PHYSICAL FITNESS: 2 hours*

**All first-time freshmen must take PED 127 or PED 128.
Athletes and band earn the 2-hour physical fitness
requirement in their sport/activity.*

- ☐ PED 127 Fitness for Life—Cardio **or**
PED 128 Fitness for Life—Resistance
- ☐ Select one additional activity course with PED prefix

☐ **ELECTIVE: 3 hours**

REQUIREMENTS IN THE MAJOR: 51 hours required

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| <ul style="list-style-type: none"><input type="checkbox"/> ACC 210 Principles of Accounting<input type="checkbox"/> BUS 110 Introduction to Business<input type="checkbox"/> BUS 306 Business Communications<input type="checkbox"/> BUS 340 Principles of Finance<input type="checkbox"/> BUS 345 Fundamentals of Marketing<input type="checkbox"/> BUS 348 E-Commerce Marketing<input type="checkbox"/> BUS 355 Advertising/Promotion<input type="checkbox"/> BUS 357 Principles of Sales<input type="checkbox"/> BUS 360 Services Marketing<input type="checkbox"/> BUS 410 Principles of Management<input type="checkbox"/> BUS 415 Human Resources/Management<input type="checkbox"/> BUS 455 Marketing Strategy<input type="checkbox"/> BUS 480 Internship in Business | <p>Online Requirements through LCMC Rize</p> <ul style="list-style-type: none"><input type="checkbox"/> DMK 100 Introduction to Digital Marketing<input type="checkbox"/> DMK 210 Career Navigation & Exploration in Digital Marketing<input type="checkbox"/> DMK 220 Going Viral & Growth Hacking<input type="checkbox"/> DMK 310 Social Media Marketing, Brand Awareness, & Engagement<input type="checkbox"/> DMK 320 Lifecycle & Email Marketing<input type="checkbox"/> DMK 330 Digital Marketing Analytics & Experimentation<input type="checkbox"/> DMK 410 Growth Marketing & Multi-channel Digital Marketing Capstone <p style="text-align: center;"><u>MINOR NOT REQUIRED</u></p> |
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