

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

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

- ☐ HLT 101 Introduction to Wellness

☐ **ELECTIVE: 3 hours**

REQUIREMENTS IN THE MAJOR: 51 hours required

- ☐ ACC 210 Principles of Accounting
- ☐ BUS 110 Introduction to Business
- ☐ BUS 306 Business Communications
- ☐ BUS 340 Principles of Finance
- ☐ BUS 345 Fundamentals of Marketing
- ☐ BUS 348 E-Commerce Marketing
- ☐ BUS 355 Advertising/Promotion
- ☐ BUS 357 Principles of Sales
- ☐ BUS 360 Services Marketing
- ☐ BUS 410 Principles of Management
- ☐ BUS 415 Human Resources/Management
- ☐ BUS 455 Marketing Strategy
- ☐ BUS 480 Internship in Business

Online Requirements through LCMC Rize

- ☐ DMK 100 Introduction to Digital Marketing
- ☐ DMK 210 Career Navigation & Exploration in Digital Marketing
- ☐ DMK 220 Going Viral & Growth Hacking
- ☐ DMK 310 Social Media Marketing, Brand Awareness, & Engagement
- ☐ DMK 320 Lifecycle & Email Marketing
- ☐ DMK 330 Digital Marketing Analytics & Experimentation
- ☐ DMK 410 Growth Marketing & Multi-channel Digital Marketing Capstone

MINOR NOT REQUIRED