

# BS in Digital Marketing

## Transfer Guide for Clark College



Warner Pacific University is committed to serving students by providing clear pathways for baccalaureate degree completion. This pathway outlines a 2+2 plan for the baccalaureate degree: 2 years (or equivalent) of community college coursework plus 2 years at WPU to complete the degree.

### Years 1 & 2: Courses You Should Take at Clark College

□ **Total Credits** Complete at least 90 quarter credits (60 semester credits) of transferrable coursework.

□ **General Education Core** Complete the lower-division general education core through one of these options.

*Option 1:* Complete the DTA to meet the general education core

OR

*Option 2:* Complete the specific general education core course requirements (grades of C- or higher) as follows:

- Written Communication (2 courses)
- Information Technology (1 course)
- Science (1 course)
- Mathematics (1 course)
- Hist/Cultural Knowledge (1 course)
- Critical Thinking & Strategic Action (1 course)
- Healthy Lifestyle (1 course)
- Ethics (1 course)
- Appreciation of Diversity (1 course)
- Urban Life (1 course)

*Please see the [WPU General Education Core Transfer Guide](#) for a list of acceptable courses in each of these areas*

□ **Major Courses** Complete these major courses (grades of C- or higher):

| <u>Course Title</u>                       | <u>Clark Course Number</u> | <u>WPU Course Number</u> |
|---|----------------------------|--------------------------|
| ○ Microsoft Office*                       | BUS 150                    | BUS 223                  |
| ○ Introduction to Digital Media*          | DMA 101, 102, or 104       | COMM 250                 |
| ○ Principles of Marketing*                | BUS 260                    | BUS 242                  |
| ○ Internship Preparation                  | BUS 148                    | BUS 195                  |
| ○ Org Writing & Presentations             | BUS 211                    | BUS 261                  |
| ○ Ethics, Social Issues, & Responsibility | PHIL 420                   | BUS 290                  |

*Please note that the courses with an asterisk (\*) must be taken prior to transfer to stay on track for a two-year completion plan at WPU*

### Years 3 & 4: Courses You Will Take at Warner Pacific University

Transfer students can earn their BS in Digital Marketing at WPU within two years as follows:

□ **Total Credits** Complete an additional 60 semester credits to reach 120 total semester credits

Include at least 40 credits of upper-division courses (300-level or 400-level)

□ **General Education Core** Complete the required advanced core courses: ILR 300, HUM 310, REL 320

Note: This plan assumes that you have completed all lower-division core before transfer, as described above.

□ **Major Courses** Complete your major courses at WPU.

Direct transfer credit will be given for major courses taken at Clark College as outlined in the table above.

A sample two-year plan for transfer students is available online at [www.warnerpacific.edu/2-year-degree-plans](http://www.warnerpacific.edu/2-year-degree-plans); this plan shows the sequence of major courses that you will take during your two years at WPU. Your WPU academic advisor will work with you to develop a personalized program of studies based on your transfer coursework and your academic goals.