



**David A. Wismer School of Business & Communication**  
B.A. in Marketing Media Academic Tracking Sheet  
(Corresponds with the 2017-2018 Academic Catalog)

Name: \_\_\_\_\_  
Emphasis: \_\_\_\_\_  
Year started TMU: \_\_\_\_\_

Students are required to complete 30 Business core units, 30 Communication elective units, 52 General Education units, and 20 elective units. A **minimum total of 122 units** is required to graduate.

General Education Requirements	
<i>Scripture Courses</i>	Term
B101 Old Testament Survey I (3)	
B102 Old Testament Survey II (3)	
B121 Essentials of Christian Thought (3)	
B201 New Testament Survey I (3)	
B202 New Testament Survey II (3)	
BTH321 Christian Theology I (3)	
BTH322 Christian Theology II (3)	
<i>Worldview &amp; Skills Courses</i>	Term
C100 Spoken Communication (3)	
E110 English Composition (3)	
Essentials of Literature (3) (Choose one *)	
General Literature Elective (3) (Choose one * or **)	
ECN200 Essentials of Economics & Society (3)	
GS150 Essentials of Geology (3)	
<i>or</i> LS150 Essentials of Biology (3)	
GS150 Essentials of Geology Lab (1)	
<i>or</i> LS150L Essentials of Biology Lab (1)	
H211 Essentials of World History I (3)	
H212 Essentials of World History II (3)	
H230 Essentials of U.S. History (3)	
MA240 Critical Thinking Quantitative Analysis (3)	
MU190 Essentials of Music & Art (3)	
P311 Essentials of Philosophy (3)	
POL220 U.S. Government (3)	

General Education Substitutions	
<i>* Essentials of Literature Courses</i>	
E211/E212 English Literature I or II	
E221/E222 World Literature I or II	
E231/E232 American Literature I or II	
<i>**General Literature Elective Courses</i>	
E313 Age of Romanticism	E405 Shakespeare
E314 Victorian Age	E406 Milton
E334 The Short Story	E415 Contemporary Lit
E335 The English Novel	E416 Modern British Writers
E374 Studies in Jane Austen	E425 20 <sup>th</sup> Century American Lit.
E404 Studies in John Calvin	E453 Psychoanalytic Crit.
<i>Other Substitutions for Marketing Media majors***</i>	
For B102: IBEX367	
For B201: IBEX377	
For C100: MGT330	
For MU190: ART338	
For H211/H212: Pass World Hist. Competency Exam & 3 units of Upper Division History	
For MA240: MA101, MA121, MA262, BUS310	
For P311: BUS330	

\*\*\*Substitutions: Refer to G.E. Substitutions and Waivers in the Academic Catalog

**TMU Graduation Requirements (from the Academic Catalog):**

The Master's University grants bachelor's degrees (i.e. Bachelor of Arts, Bachelor of Music, and Bachelor of Science) to students who satisfy the graduation requirements described below.

1. Complete a minimum of 122 semester units of credit.
2. Complete a minimum of 40 semester units in upper division courses.
3. Satisfy all General Education requirements.
4. Complete the required curriculum for the chosen major field(s) of study.
5. Maintain a minimum GPA of 2.00 (cumulative) in all TMU courses. (Some majors have different GPA requirements. Please see your department for details.)
6. Complete a minimum of 32 semester units of non-Directed Studies coursework at TMU or 32 semester units of TMU Online major courses.
7. Complete at least 12 of the final 24 semester units at TMU.

*All students must be aware that they undertake complete responsibility for managing their progress toward graduation. Faculty advisors will attempt to assist in this process; however, given the fluidity of student progress, each student must ultimately assume responsibility for completing all graduation requirements. This checklist is designed as an aid to help students manage their progress, but it does NOT replace the Academic Catalog. In any case where this checklist contradicts the catalog, the catalog issued during the student's first semester at TMU shall be considered the official degree criteria*

<b><i>Business Core Courses (Must take all 10)</i></b>		
Units	Term	
3		BUS310 Statistics for Business
3		BUS320 Business Law
3		BUS330 Business Ethics
3		INB372 International Marketing
3		MGT330 Business Communications
3		MKT350 Marketing Fundamentals
3		MKT361 Marketing Strategies
3		MKT381 Consumer Behavior
3		MKT462 Sales & Customer Service
3		MKT482 Marketing Research
30		

<b><i>Communication Core Courses (Choose 10)</i></b>		
Units	Term	
3		C122 Social Media & Communication
3		C132 Podcast Studio
3		C142 Photoshop I
3		C191 Pocket Studio
3		C211 Mass Communications
3		C231 Digital Video Editing I
3		C232 Digital Video Editing II ( <i>prerequisite C231</i> )
3		C311 Video Production I
3		C312 Video Production II ( <i>prerequisite C311</i> )
3		C352 Editing I, Principles of Copyediting
3		C368 Fundamentals of Advertising Copywriting
3		C373 Graphic Design I
3		C381 Beginning Public Relations
3		C384 Nonverbal Communications
3		C394 Intro. to Computer Visual Effects
3		C404 Graphic Design II ( <i>prerequisite C373</i> )
3		C442 Computer Visual Effects II ( <i>prerequisite C394</i> )
3		C452 Editing II, Advanced Copyediting ( <i>prerequisite C352</i> )
3		C484 Organizational Communication
30		