



**SCHOOL of BUSINESS
& COMMUNICATION**

B.A. in Marketing Media
CORRESPONDS WITH THE 2020-2021 ACADEMIC CATALOG

Students are required to complete 30 Business Core units, 30 Communication Core units, 31 General Education units, 21 Bible units and necessary Elective units for a total of 122 units required to graduate.

BIBLICAL STUDIES

Units	Term	
3		B101 Old Testament Survey I
3		B102 Old Testament Survey II
3		B121 Essentials of Christian Thought (F)
3		B201 New Testament I
3		B202 New Testament II
3		BTH321 Christian Theology I
3		BTH322 Christian Theology II
21		<i>Total units required</i>

GENERAL EDUCATION

Units	Term	
3		E110 English Composition
3		ECN200 Essentials of Economics & Society
3		H211 Essentials of World History I (F)
3		H212 Essentials of World History II (S)
3		H230 Essentials of U.S. History
3		LS150 Essentials of Biology or GS150 Essentials of Geology
1		LS150L Essentials of Biology Lab or GS150L Essentials of Geology Lab
3		MUI90 Essentials of Music & Art
3		POL220 U.S. Government
3		Essentials of Literature (choose one - see below *)
3		General Literature Elective (choose one - see below* or**)
31		

*Other Substitutions for Marketing Media majors**:*

- For B102: IBEX300
- For B201: IBEX300
- For C100: MGT330
- For MU190: ART338
- For H211/H212: Pass World Hist. Competency Exam & 3 units of Upper Division History
- For MA240: MA101, MA 121, MA262, BUS310
- For P311: BUS330

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

- * E211 English Literature I
- E212 English Literature II
- E221 World Literature I
- E222 World Literature II
- E231 American Literature I
- E232 American Literature II

- (S) Every Year, Spring Semester
- (F) Every Year, Fall Semester
- (OF) Odd Years, Fall Semester
- (OS) Odd Years, Spring Semester
- (EF) Even Years, Fall Semester
- (ES) Even Years, Spring Semester

Offerings subject to change, confirm with Faculty Advisor and/or course schedule.

- ** E313 Age of Romanticism
- E314 Victorian Age
- E334 The Short Story
- E335 The English Novel
- E374 Studies in Jane Austen
- E404 Studies in John Calvin
- E405 Shakespeare
- E406 Milton
- E415 Contemporary Literature
- E416 Modern British Writers
- E425 20th Century American Literature
- E453 Psychoanalytic Criticism

TMU Graduation Requirements

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

BUSINESS CORE COURSES (MUST TAKE ALL TEN)

Units	Term	
3		BUS310 Statistics for Business
3		BUS320 Business Law
3		BUS330 Business Ethics
3		INB372 International Marketing (S)
3		MGT330 Business Communications
3		MKT350 Marketing Fundamentals
3		MKT361 Marketing Strategies (F)
3		MKT381 Consumer Behavior (F)
3		MKT462 Sales and Customer Service (S)
3		MKT482 Marketing Research (S)
30		Total units required for core

COMMUNICATION ELECTIVES (CHOOSE TEN)

Units	Term	
3		BUS483 Business Internship
3		C122 Social Media and Communication (S)
3		C132 Podcast Studio (S)
3		C142 Photoshop (S)
3		C191 Pocket Studio (F)
3		C201 Digital Photography (F)
3		C231 Digital Video Editing I (F)
3		C311 Video Production I (F)
3		C312 Video Production II (Prereq. C311) (S)
3		C331 Freelance Entrepreneurship (F)
3		C352 Editing I, Principles of Copyediting (S)
3		C368 Fund. of Advertising Copywriting (On Demand)
3		C373 Graphic Design I (OF)
3		C381 Beginning Public Relations (F)
3		CIS238 Web Design (F)
3		CIS268m Machine Learning for Non-Majors (on demand)
3		CIS448 Data Science
30		Total elective units required

- | | |
|------|-----------------------------|
| (S) | Every Year, Spring Semester |
| (F) | Every Year, Fall Semester |
| (OF) | Odd Years, Fall Semester |
| (OS) | Odd Years, Spring Semester |
| (EF) | Even Years, Fall Semester |
| (ES) | Even Years, Spring Semester |

Offerings subject to change, confirm with Faculty Advisor and/or course schedule.