

Academic Programs – Business and Technology



Plan of Study for Digital Marketing 2021-2022

First Semester

First Year

Old Testament Survey 1 (BT 102)	3()
Survey of Doctrine (BT 151)	3()
Christian Life and Worldview (HUM 111) <i>or</i> Introduction to Biblical Interpretation (BT 120)	3()
Fundamental Computer Literacy (CS 101)	3()
English Composition (ENG 101)	3()
Transitions Seminar (FND 101)	.5()
Servant Leader Training Seminar (CCS 115)	.5()
Chapel (CCS 110)	P/F()

Total Credits 16

Second Year

Fundamentals of Speech (COM 112)	3()
Introduction to Human Biology and Lab (SCI 241/242)	4()
Business Ethics (BUS 201)	3()
Programming for Everyone I (CSC 201)	3()
Social Media Marketing (MKT 201)	3()
Servant Leader Training (CCS 120)	P/F()
Chapel (CCS 110)	P/F()

Total Credits 16

Third Year

Praxis of Interpretation (BT 320)	3()
Social Science Elective	3()
Principles of Finance (BUS 310)	3()
Email Marketing (MKT 301)	3()
SEO/SEM (MKT 311)	3()
Servant Leader Training (CCS 120)	P/F()
Chapel (CCS 110)	P/F()

Total Credits 15

Fourth Year

Theology Elective (BT 221, BT 321, <i>or</i> BT 331)	3()
Principles of Management and Leadership (BUS 425)	3()
Consumer Behavior (BUS 470)	3()
Viral and Organic Growth (MKT 401)	3()
General Studies Elective	3()
Senior Seminar (FND 410)	.5()
Servant Leader Training (CCS 120)	P/F()
Chapel (CCS 110)	P/F()

Total Credits 15.5

Online Course

Second Semester

First Year

Old Testament Survey 2 (BT 104)	3()
New Testament Survey (BT 106)	3()
Introduction to Biblical Interpretation (BT 120) <i>or</i> Christian Life and Worldview (HUM 111)	3()
Introduction to Literature (ENG 102)	3()
Principles of Global Marketing (MKT 121)	3()
Servant Leader Training (CCS 120)	P/F()
Chapel (CCS 110)	P/F()

Total Credits 15

Second Year

Biblical Hermeneutics (BT 220)	3()
College Mathematics (MAT 140)	3()
Financial Accounting (ACC 110)	3()
Business Communication (COM 230)	3()
Programming for Everyone II (CSC 211)	3()
Servant Leader Training (CCS 120)	P/F()
Chapel (CCS 110)	P/F()

Total Credits 15

Third Year

Biblical and Practical Theology of Transformation (BT 352)	3()
Western Civilization 2 (HIS 132) <i>or</i> American History 1 (HIS 235)	3()
General Studies Elective	3()
Digital Marketing Analytics (MKT 321)	3()
Elective	3()
Servant Leader Training (CCS 120)	P/F()
Chapel (CCS 110)	P/F()

Total Credits 15

Fourth Year

Theology Elective (BT 221, BT 321, <i>or</i> BT 331)	3()
Business Policy and Strategy (BUS 410)	3()
Business Law (BUS 420)	3()
Business Internship (BUS 485)	3()
Elective	3()
Servant Leader Training (CCS 120)	P/F()
Chapel (CCS 110)	P/F()

Total Credits 15

Total Credits Needed: 122.5