

# BACHELOR OF SCIENCE IN DIGITAL MARKETING

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## Core

The Los Angeles Pacific University Core comprises the General Education requirements and the LAPU Distinctives. Students are encouraged to complete the Core before beginning their major requirements. General Education requirements may be met by transfer work. The LAPU Distinctives are required for all undergraduate degrees at LAPU.

Requirement	Title	Credits
<b>General Education Requirements</b>		<b>25</b>
<b>LAPU Distinctives</b>		<b>9</b>
<b>Total Credits</b>		<b>34</b>

Requirement	Title	Credits
<b>English Communication</b>		
COMM 105	Public Communication	3
ENGL 105	Introduction to Academic Research and Writing	3
<b>Arts</b>		
ARTS 110	Introduction to Art	3
<b>Humanities</b>		
ENGL 115	Introduction to Literature	3
or PHIL 205	Introduction to Philosophy	
or PHIL 210	Introduction to Ethics	
<b>Quantitative Reasoning</b>		
STAT 280	Applied Statistics	3
<b>Behavioral Sciences</b>		
ECON 203	Principles of Microeconomics	3
<b>Social Sciences</b>		
HIST 202	World Civilizations	3
or HIST 204	U.S. History from 1865	
or HIST 420	United States History and the Constitution	
<b>Physical and Biological Sciences</b>		
BIOL 105	General Biology/Lab	4
or BIOL 230	Anatomy and Physiology I/Lab	
or CHEM 115	Chemistry for Health Sciences/Lab	
or NSCI 150	Introduction to Astronomy/Lab	
<b>Total Credits</b>		<b>25</b>

## LAPU Distinctives

Requirement	Title	Credits
BIBL 100	Introduction to Biblical Literature: Exodus/Deuteronomy	3
BIBL 230	Introduction to Biblical Literature: Luke/Acts	3
ISTU 101	Success in the University <sup>1</sup>	3
<b>Total Credits</b>		<b>9</b>

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Must be taken at LAPU.

