

BACHELOR OF SCIENCE IN DIGITAL MARKETING

Core

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

Requirement	Title	Credits
General Education Requirements		25
APU Global Distinctives		9
Total Credits		34

Requirement	Title	Credits
English Communication		
COMM 105	Public Communication	3
ENGL 105	Introduction to Academic Research and Writing	3
Arts		
ARTS 110	Introduction to Art	3
Humanities		
ENGL 115	Introduction to Literature	3
or PHIL 205	Introduction to Philosophy	
or PHIL 210	Introduction to Ethics	
Quantitative Reasoning		
STAT 280	Applied Statistics	3
Behavioral Sciences		
ECON 203	Principles of Microeconomics	3
Social Sciences		
HIST 202	World Civilizations	3
or HIST 204	U.S. History from 1865	
or HIST 420	United States History and the Constitution	
Physical and Biological Sciences		
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	
Total Credits		25

APU Global 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 ¹	3
Total Credits		9

¹ Must be taken at APU Global.

