

# Bachelor of Business Administration (BBA)

## Interactive Web Management - 30 credits

Fall 2024

Required Courses – 30 credits	Semester	Prerequisite course(s)
CS 125 World Wide Website Development (XS)	Fall/Spring	
CS 142 Intro to Comp Science and Programming	Fall/Spring	MATH 103 or MATH 111 or MATH 112 or MATH 113 or MATH 114 all w/C or better, or qualifying for MATH 104 or higher. (Recommend after CS 125)
CS 247 Introduction to Usability	Fall	CS 142 or CS 221 or INFO SYS 318 all w/C
INFO SYS 151 Creating the Digital Future	Spring	
INFO SYS 350 E-Commerce Technology Management	Spring	(INFO SYS 311) and (CS 125 or INFO SYS 201)
INFO SYS 352 Technology Innovation	Spring	INFO SYS 151 and INFO SYS 311
AMP 221 Writing for the Media	Fall/Spring	
AMP 340 Digital & Social Media Strategy	Fall/Spring	AMP 221
AMP 440 Digital & Social Media Applied	Fall/Spring	AMP 340
MARKET 363 Digital Marketing* <b>OR</b> MARKET 428 Digital Marketing Analytics	Fall/Spring Fall/Spring	(ECON 210 or MATH 301 w/C) or (MATH 201 or PSYCH 203 or SOC 281 w/B)

\*This course can be taken with 44 credits earned.

### Sample Plan – Interactive Web Management

#### Sophomore Year – Fall

CS 125 Web Development  
INFO SYS 151 Creating the Digital Future  
AMP 221 Writing for the Media

#### Sophomore Year – Spring

CS 142 Intro to Comp Science and Programming  
INFO SYS 311 Essentials of Information Systems  
AMP 340 Digital & Social Media Strategy

#### Junior Year – Fall

AMP 440 Digital & Social Media Applied  
MARKET 371 Essentials of Marketing

#### Junior Year – Spring

INFO SYS 350 E-Commerce Technology Management  
MARKET 363 or MARKET 428

#### Senior Year – Fall

CS 247 Introduction to Usability

#### Senior Year – Spring

INFO SYS 352 Technology Innovation

#### Note:

- CS 125, CS 142, INFO SYS 151, AMP 221 → Encourage to take at freshmen/sophomore standing.
- Some courses are available in fall or spring only and can be prerequisites to other courses in the IWM major. Students are encouraged to take courses in the correct semester offering and to sequence courses to avoid delaying graduation. **See your advisor for suggested course sequence.**
- For students who have taken CS 262 or INFO SYS 318, these courses will substitute for CS 142.