

Bachelor of Science (BS)

Interactive Web Management - 39 credits

Fall 2024

Required Courses – 39 credits		Semester	Prerequisite course(s)
BUS 240	Professional Skills in Business	Fall/Spring	36 crs earned and ECON 201 or 202 and 2.4 GPA**
BUS 340	Business Internship	Fall/Spr/Sum	BUS 240 and Admission to business major/program**
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 311	Essentials of Information Systems	Fall/Spring	30 crs earned and 2.2 GPA
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 371	Essentials of Marketing*	Fall/Spring	44 crs earned and 2.2 GPA
MARKET 363 OR MARKET 428	Digital Marketing* 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.

Recommended Course Sequence:

Freshman: INFO SYS 151 & CS 125

Sophomore: AMP 221, CS 142, INFO SYS 311, BUS 240

Junior: MARKET 371, INFO SYS 350, INFO SYS 352, AMP 340, CS 247

Senior: BUS 340, MARKET 363/MARKET 428, AMP 440

***REMINDER*:** All students MUST earn at least 35 upper level (300/400) credits in order to meet General Baccalaureate Degree Requirements.

** IWM students may appeal the pre-requisites for BUS 240 and BUS 340 as they are not on the BBA degree path.

For students who have taken CS 262 or INFO SYS 318, these courses will substitute for CS 142.