

College of DuPage Transfer Guide for North Park University-School of Professional Studies

Bachelor of Arts in Digital Marketing

The College of DuPage and North Park University are partnering together to serve students who wish to complete their bachelor's degree in Business in a seamless pathway. The Digital Marketing major curriculum prepares students for the expanding fields of digital marketing, analytics, and social media as used in business and inspires ongoing learning to stay current with emerging tools and provides learners with the tools, skills and competencies required to add value to their companies marketing communications and digital marketing strategies. Students experience hands-on application of digital strategies, online marketing, web analytics, and social media network marketing. They learn to think like a digital marketing professional with industry-relevant assignments which enhance technical, creative, and business skills..

Admissions Advisor:

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Program Highlights

Accelerated format	Earn 4-8 semester hours every seven weeks
Class format	Seven-week courses meet online
BA degree	Flexible BA general education requirements allow for maximum transfer credit
Prior learning assessment	Up to 20 credits can be earned through Prior Learning Assessment; PLA Coordinator will assist student to determine credit possible; can include corporate/ occupational training and learning gained from work experience
Financial aid	Student loans, Federal Pell Grants, and Illinois MAP Grant benefits; some scholarships available
Books & Materials	Can be ordered online
Intended audience	Working students who need to complete a bachelor's degree while continuing to work

Admission Requirements

- 12 hours of transferable college-level coursework with a 2.00/4.00 cumulative GPA
- North Park will accept in transfer up to 90 semester hours from two-year and four-year institutions
- Completion of IAI general education core fulfills most BA core requirements

Application Procedure

- Complete online application; no application fee
- Submit official transcripts from all previous college work

Graduation Requirements

- Completion of major coursework (36-40 SH, in transfer and/or at North Park)
- Completion of core general education requirements (in transfer and/or at North Park)
- Minimum graduation requirement of 120 semester hours; minimum residency requirement of 32 semester hours earned at NPU
- A "C" average (2.0 GPA on a 4.0 scale) for all work taken at NPU
- A "C" average within the major

The following are the North Park University requirements/courses and their College of DuPage equivalents. The Associate in Arts or the Associate in Science from College of DuPage will fulfill most of the University Core Curriculum requirements required for general graduation purposes at North Park University.

This transfer guide is designed to assist students with their academic planning. Every effort is made to maintain accurate information; however, this information is subject to frequent change. In some cases, a sampling of courses has been included. Courses within each general education category designated "IAI" will transfer to North Park's School of Professional Studies. Students should contact the admissions advisor above to keep informed of changes, as final responsibility for verifying information rests with the student.

Transfer Guide Bachelor of Arts — General Education Requirements

North Park Requirements	Credits	College of DuPage Equivalent Course Option(s)
Foundation Seminar (GS 2050)	4	N/A- Transfer equivalents must be approved by School of Professional Studies faculty/staff
Research Writing Designation (GS 2080)	4	N/A - Transfer equivalents must be approved by School of Professional Studies faculty/staff
Human Society	8	Coursework equivalent to IAI Common Core Social/Behavioral Science or Humanities Categories, partially fulfilled in Business Administration major coursework, BADM 3100, BADM 3040. COD equivalent course examples: ECONO 2201 and ECONO 2202
Biblical Studies (GS 1850)	4	RELIG 1110 and RELIG1120
Christian Life & Thought	4	RELIG 1100, 1150, 2160 or 2280
Writing Intensive Course	4	Coursework equivalent to IAI Common Core Written Communication category (<i>fulfilled in Business Administration major coursework, examples: BADM 3030,3040,4400</i>) COD equivalent course examples: ENGLI 1101
Analytical Reasoning	4	Coursework equivalent to IAI Common Core Math category. COD equivalent course examples MATH 1218, 1428,1635 or SOCIO 2205
Health & Well-Being	2	PHYS 2251
Art & Aesthetic Interpretation	2	Coursework equivalent to IAI Common Core Fine Arts category. COD equivalent course examples – ART 1100, MUSIC 1100, THEAT 1100.
Ethical Reasoning	2	Coursework that includes business and ethics are recommended. (<i>fulfilled in Business major – ORG 4120</i>) COD equivalent course examples - PHILO 1110 , 1112, 1114*& or 1116 (*Business Ethics course recommended)
Intercultural & Global Competence	8	Coursework in Global (non-US) history, foreign language, intercultural communication, global, international, or comparative studies, international politics, business, or economics. COD equivalent course - BUSIN 2255.
Natural Sciences	4	Minimum of 4 sh in life and/or physical science with lab component (Note: <i>May be met by a single 4 sh class in physical or life science</i>). COD equivalent course examples: BIOLO 1110, CHEM 1105)
Total GE Courses Required	44sh	

Major Requirements

North Park Requirements	Credits	COD Equivalent Course Option(s)
ORG 3034: Business Communications	4	NA
ORG 4074: Leadership Management	4	MANAG 2210
ORG 4094: Principles of Marketing	4	MARKE 2210
ORG 4120: Business Ethics	4	PHILO 1114
BADM 3030: Intro to Digital Systems & Technology in Org.	4	CIS 1150, OFTI 1200
BADM 3040: E-commerce: Emerging Technologies	4	NA
BADM 3600: Digital and Social Media Marketing	4	MARKE 2270 and MARKE 1150
BADM 3610: Digital Marketing Analytics	4	MARKE 2235
BADM 4010: Digital Ethics-Legal, Moral & Social Issues	2	NA
BADM 4400: Integrating Strategic Management	4	NA
Total	38	NOTE: A maximum of 20 SH in the major may be replaced by transfer courses. (At least 50% of the major must be completed at North Park University.