

University of Lynchburg - Bachelor of Arts in Digital Media Marketing

Associate Transfer Degree Plan in Business Administration

COURSE REQUIREMENTS

Complete at VCCS				Complete at Lynchburg		
BACHELOR'S DEGREE REQUIREMENT	SATISFIED BY			BACHELOR'S DEGREE REQUIREMENT		
Course	Credits	CC Course	Notes	Course	Credits	Notes
No Transfer Credit	1-2	SDV 100 College Success Skills or 101 Orientation		BUAD 185	3	
ENGL 110	3	ENG 111 College Comp I		BUAD 241	3	
ENGL 123W	3	ENG 112 College Comp II	Transfers as ENGL 123	BUAD 441W	3	
Fine Arts and Humanities Requirement	3	Any of the following from UCGS Art or Humanities Arts: ART 100, CST 130, CST 151, MUS 121, MUS 226 Humanities: HUM 220, PHI 220	These two courses must come from two different disciplines.	FIN 317	3	
Fine Arts and Humanities Requirement	3	Any UCGS Art or Humanities (choose from a category not taken above), or Lit Literature: ENG 245 or 246		MGMT 262	3	
Fine Arts and Humanities Requirement	3	Any of the following from UCGS History: HIS 101, 102, 111, or 112	Transfers as HIST 103	MGMT 310	3	
ECON 202	3	ECO 201 Macroeconomics	Covers Social Science Literacy Requirement	MGMT 344	3	
Scientific Literacy Requirement	4	Any of the following from UCGS Natural Sciences: BIO 106, CHM 101, CHM 111, CHM 112, ENV 121, ENV 122, GOL 105, GOL 106, GOL 110, PHY 100, PHY 201, PHY 202, PHY 241, PHY 242		MKTG 200	3	

Elective	3	MTH 161 Precalculus I		MKTG 371	3	
ECON 201	3	ECO 202 Microeconomics		MKTG 375W	3	
COMM 101	3	CST 100 Public Speaking or CST 110 Human Comm		MKTG 379	3	
Elective	3	ACC 211 Accounting I		MKTG 425	3	
ACCT 200	3	ACC 212 Accounting II		MKTG 451	3	
BUAD 100	3	BUS 100 Intro to Business		COMM 201W	3	
Elective	3	BUS 224 Business Stat		COMM 381	3	
Elective	3	BUS 240 Business Law		General Electives	15	
MGMT 260 Elective Elective Elective Elective MKTG 209	3	Select one course from: BUS 200 Management, BUS 274 Entrepreneurship, BUS 227 Business Analytics, BUS 270 Interpersonal Dynamics, BUS 280 International Business, ITE 140 Spreadsheets, MKT 201 Intro to Marketing	BUS 200 Recommended			
MGMT 260 Elective Elective Elective Elective MKTG 209	3	Select one course from: BUS 200 Management, BUS 274 Entrepreneurship, BUS 227 Business Analytics, BUS 270 Interpersonal Dynamics, BUS 280 International Business, ITE 140 Spreadsheets, MKT 201 Intro to Marketing	MKT 201 Recommended			
MATH 106 Elective/MATH 102 MATH 102	Up to 9	Any course listed above, MTH 154 Quantitative Reasoning, MTH 161/162 Precalc I/II, or MTH 167 Precalc with Trig	Covers Quantitative Reasoning requirement			
CREDITS PRE-TRANSFER: 60-62				CREDITS POST-TRANSFER: 60		

TRANSFER GUIDANCE

Guaranteed Admission Agreement: University of Lynchburg

By meeting the following criteria, you are guaranteed admission into the University of Lynchburg.

This agreement does not guarantee your enrollment in any specific major.

- Graduate from a transfer-oriented degree program at a Virginia community college
- Graduate with a cumulative GPA of 2.0 or higher
- Submit an official transcript showing completion of the associate degree

Please visit the [TransferVirginia.org](https://www.transfervirginia.org) portal to find course requirements for different majors (Transfer Tools) and **Transfer Guides** that outline course requirements for specific majors. (Resource Center)

IMPORTANT LINKS & DATES:

- **Transfer Information:** <https://www.lynchburg.edu/undergraduate-admission/for-applicants/transfer-and-access-adult-student-guide/>
- Apply by July 31 for Fall semester
- Apply by December 19 for Spring semester
- **Admission Application:** <https://www.lynchburg.edu/undergraduate-admission/for-applicants/how-to-apply/transfer-application-steps/>
- **Financial Aid:** <https://www.lynchburg.edu/undergraduate-admission/financial-aid/>
- **FAFSA - Free Application for Federal Student Aid:** Apply at studentaid.gov

WHAT SHOULD I CONSIDER WHEN SELECTING COURSES?

- Create a schedule for all required courses, pay attention to prerequisites and when courses are offered, complete your first math and English courses in your first year. For help, see Transfer Steps and Resource Center at www.TransferVirginia.org
- Connect with an advisor at your community college and University of Lynchburg within your first year. College Connect available in your account at www.TransferVirginia.org

IS THIS DEGREE RIGHT FOR ME?

- The digital media marketing major teaches students about the strategies, technologies, and analysis for marketing in the modern world. With the increasing dominance of digital platforms and media, the ability to market effectively in this realm has become a crucial skill set. Digital marketing professionals help businesses leverage social media, search engine optimization, email, and content marketing to engage customers and increase revenue. These skills are essential for businesses of all sectors, from tech startups to industries transitioning to digital platforms.
- The University of Lynchburg's digital media marketing major stands out for its comprehensive approach. In addition to teaching essential marketing strategies and digital tools, our program provides students with a holistic understanding of the digital marketing landscape. By combining courses in business administration, marketing, and digital media, students will

develop the analytical skills to make informed marketing decisions and the creativity to innovate within the digital space.

WHAT IS THE IMPACT ON MY DEGREE OF WORK I HAVE ALREADY COMPLETED?

- **Associate Transfer Degree Completion:** Fulfills the majority of DELL General Education courses. DELL 400W: Senior-Year Seminar is still required.
- **Dual Enrollment – Completion of Associate Degree in HS:** Lynchburg does not differentiate between an Associate degree earned through a Dual Enrollment program and one earned in attendance at a VCCS institution
- **Credit for Prior Learning:** AP, IB, CLEP, and DANTES are evaluated for credit
- **Catalog Year:** Catalog year is determined by the first semester attended at the University of Lynchburg

IS THIS COLLEGE RIGHT FOR ME?

- University of Lynchburg (known as Lynchburg College until 2018) is a small, private university in Lynchburg, Virginia offering more than 100 academic programs including master's and doctoral level degrees.
- Lynchburg is a welcome and inclusive community open to all students seeking to be an active part of engaged learning, developing mentoring relationships with faculty, participating in student life and community service on and off campus in an effort to be responsible citizens now and in the future.
- Scholarships and financial aid are awarded to all students and are often equal to the cost of attending a public university.
- Recognized as one of forty colleges that change lives in the book "Colleges That Change Lives" which has brought national recognition to UL, we are also recognized in US News & World Report and Princeton Review.

Learn more about our college at www.TransferVirginia.org

DID YOU KNOW THAT...

- Completing your Associate transfer degree satisfies the majority of your DELL general education requirements and increases the chance of completing your bachelor's degree?
- Exceeding 3 years or 90 credits at your community college means you may have exhausted your financial aid at that college and have limited your future financial aid at the University of Lynchburg?
- Up to 76 credits are eligible for transfer at the University of Lynchburg? Priority will be given to major courses, minor courses, and general education courses covered from transfer credit.

WHAT CAN I DO WITH THIS DEGREE?

Common careers include the following:

- Digital marketing manager: \$123,483
- Search Engine Optimization (SEO) specialist: \$51,831

- Content marketer: \$57,743
- Social media manager: \$57,126
- Marketing analyst: \$60,609
- Pay Per Click (PPC) specialist: \$54,472
- Email marketing manager: \$87,696

Explore possible careers, salaries, and job outlook at www.TransferVirginia.org

PROGRAM SUCCESSES & HIGHLIGHTS

As a Lynchburg digital media marketing student, you'll be able to:

- Plan, execute, and assess digital marketing campaigns.
- Utilize social media platforms to enhance marketing efforts.
- Analyze market data to make informed marketing decisions.
- Understand the psychological, social, and cultural factors that affect consumer behavior.
- Implement effective marketing communications.
- Develop interactive marketing strategies, such as website design and optimization.
- Apply problem-solving skills to manage marketing effectively.
- Use emerging social media and mobile platforms to engage with the target audience.

WHAT ARE MY CHANCES FOR GETTING ACCEPTED?

Any prospective student applying to the University of Lynchburg who meets the GAA criteria will automatically be accepted. Students who do not fall under the GAA agreement will still be accepted if their GPA is at least 2.0.

Learn more about applying at www.TransferVirginia.org

DO MORE WITH YOUR DEGREE!

- The world of digital marketing is constantly changing, and it's important to stay up-to-date with the latest trends. Some of the key trends to watch out for include AI-powered marketing solutions, the growing popularity of video content, personalized marketing, and voice search. Keeping up with these trends can give you a competitive advantage in the industry.
- Digital marketing is an exciting field that offers many career opportunities. If you're someone who is passionate about the digital world and has a creative mind, it's worth considering. At the University of Lynchburg, we are dedicated to providing our students with the knowledge and skills they need to excel in this dynamic field. If you're interested in pursuing a career in digital marketing, take a look at our digital media marketing major program today.

OTHER THAN CLASSES, ARE THERE OTHER PROGRAM REQUIREMENTS?

- No additional requirements, though an internship is highly encouraged