LA SIERRA UNIVERSITY
DIGITAL MEDIA & MARKETING BA PATHWAY

Total Units Required: 190 units

Required Course Listings

This breakdown shows a Digital Media & Marketing BA Pathway to be completed in 4 years at La Sierra University. All courses with a star (★) indicate a prerequisite or multiple prerequisites for the class. Courses with a dagger (†) are only offered in years ending with an odd number (e.g. 2022-2023 school year) and courses with a double dagger (‡) are only offered in years ending with an even number (e.g. 2023-2034 school year). By following the suggested/required sequencing all necessary prerequisite courses will be fulfilled. Please consult the Bulletin, Records, or your Guided Pathways Advisor for more information about prerequisites.

Major Requirements (84 units)

Course	Course Title	Units
ACCT 221	Financial Accounting I	4
ACCT 222	Financial Accounting II★	4
ARTA 205	The Language of Art★	4
ARTA 309	Art History: Baroque through Modern†	4
ARTA 408B	History of Graphic Design★†	4
ARTS 115	Design Principles	4
ARTS 194	Photoshop & Illustrator Image Creation	4
ARTS 248	Graphic Design I★	4
ARTS 255	Photography	4
ARTS 345A	Graphic Design II: Packaging Design‡	4
ARTS 395A	Web Design Communication Principles (with Service Learning)★‡	4
ECON 254	Principles of Macroeconomics★	4
ECON 255	Principles of Microeconomics★	4
MKTG 305	Marketing Principles	4
ARTS 116	Color for Artists & Designers★	4
ARTS 244	Typography★‡	4
ARTS X00	ARTS Elective	4
MKTG 3/400	MKTG Upper Division Elective	12
MKTG X00	School of Business Elective	4

University Studies Requirements (106 units)

Course	Course Title	Units
UNST 101	First Year Seminar	3
ENGL 111	College Writing I	3
ENGL 112	College Writing II★	3
ENGL 113	College Writing III★	3
MATH 1XX	College Level Math	4
WDLG 151	World Language I	4
WDLG 152	World Language II★	4
WDLG 153	World Language III★	4
HLSC 120	Lifetime Fitness	2
SSCI 20X-SL	SSCI Theme Course (with Service Learning)	4
HUMN 10X	HUMN Theme Course	4
THM2 X00	Theme II Elective	8
RLGN 304	Adventism in Global Perspective★	4
RELB X00	Theme IIIBiii - Scripture Elective	4
THM3 3/400	Theme III Elective Upper Division★	4
THM3 X00	Theme III Elective	4
NSCI 40X	NSCI Theme Course★	4
THM4 B00	Theme IV - Life Science Elective	4
THM4 C00-L	Theme IV - Physical Science Elective with Lab	4
UNST 404U-SL	Senior Seminar: Religion, Values & Social Responsibility (with Service Learning)★	4
elct 3/400	Upper Division Elective	8
elct X00	Elective	20

Sequencing

BA in Digital Media & Marketing Pathway in 4 years at La Sierra University.

Year 1	Fall Quarter (16 units)				Year 1	Winter Quarter (16 units)				Year 1	Spring Quarter (16 units)	
Course	Course Title	Units			Course	Course Title	Units			Course	Course Title	Units
ACCT 221	Financial Accounting I	4			ACCT 222	Financial Accounting II★	4			ARTS 116	Color for Artists & Designers★	4
ARTS 194	Photoshop & Illustrator Image Creation	4			ARTS 115	Design Principles	4			ARTS 244	Typography★‡	4
ENGL 111	College Writing I	3			ENGL 112	College Writing II★	3			ENGL 113	College Writing III★	3
MATH 1XX	College Level Math	4			UNST 101	First Year Seminar	1			UNST 101	First Year Seminar	1
UNST 101	First Year Seminar	1			HUMN 10X	HUMN Theme Course	4			THM3 X00	Theme III Elective	4

Year 2	Fall Quarter (16 units)				Year 2	Winter Quarter (16 units)				Year 2	Spring Quarter (16 units)	
Course	Course Title	Units			Course	Course Title	Units			Course	Course Title	Units
ARTA 205	The Language of Art★	4			ARTS 248	Graphic Design I★	4			ARTA 309	Art History: Baroque through Modern†	4
ECON 255	Principles of Microeconomics★	4			ECON 254	Principles of Macroeconomics★	4			ARTS 255	Photography	4
MKTG 305	Marketing Principles	4			THM4 B00	Theme IV - Life Science Elective	4			RELB X00	Theme IIIBiii - Scripture Elective	4
elct X00	Elective	4			elct X00	Elective	4			SSCI 20X-SL	SSCI Theme Course (with Service Learning)	4

Year 3	Fall Quarter (16 units)				Year 3	Winter Quarter (16 units)				Year 3	Spring Quarter (16 units)	
Course	Course Title	Units			Course	Course Title	Units			Course	Course Title	Units
ARTS 395A	Web Design Communication Principles (with Service Learning)★‡	4			ARTS 345A	Graphic Design II: Packaging Design‡	4			ARTS X00	ARTS Elective	4
MKTG 3/400	MKTG Upper Division Elective	4			MKTG 3/400	MKTG Upper Division Elective	4			MKTG 3/400	MKTG Upper Division Elective	4
WDLG 151	World Language I	4			WDLG 152	World Language II★	4			WDLG 153	World Language III★	4
RLGN 304	Adventism in Global Perspective★	4			elct X00	Elective	4			THM4 C00-L	Theme IV - Physical Science Elective with Lab	4

Year 4	Fall Quarter (16 units)				Year 4	Winter Quarter (14 units)				Year 4	Spring Quarter (16 units)	
Course	Course Title	Units			Course	Course Title	Units			Course	Course Title	Units
MKTG X00	School of Business Elective	4			ARTA 408B	History of Graphic Design★†	4			NSCI 40X	NSCI Theme Course★	4
THM2 X00	Theme II Elective	4			HLSC 120	Lifetime Fitness	2			THM2 X00	Theme II Elective	4
elct 3/400	Upper Division Elective	4			UNST 404U-SL	Senior Seminar: Religion, Values & Social Responsibility (with Service Learning)★	4			elct 3/400	Upper Division Elective	4
elct X00	Elective	4			THM3 3/400	Theme III Elective Upper Division★	4			elct X00	Elective	4