

**COLLEGE OF BUSINESS**  
**Junior/Senior Year Study Plan**

**Major: Interactive Web Management – 31 credits**  
**2021-2022**

Required Courses – 31 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 PBIS 187 or PBIS 188 or PBIS 189 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	Fall/Spring	
INFO SYS 350	E-Commerce Technology Management	Fall	(INFO SYS 311) and (CS 125 or INFO SYS 201)
INFO SYS 352	Technology Innovation	Spring	INFO SYS 151 and INFO SYS 311
JOURNAL 221	Writing for the Media	Fall/Spring	
JOURNAL 340	New and Emerging Media	Fall/Spring	JOURNAL 221 + 60 crs
JOURNAL 440	Application of New and Emerging Media	Fall/Spring	JOURNAL 340
MARKET 363 <b>OR</b> MARKET 428	Digital Marketing*  Digital Marketing Analytics	Fall/Spring  Spring (possible J-TERM)	Recommend to take after MARKET 371  (ECON 210 or MATH 301 w/C) or (MATH 201 or PSYCH 203 or SOC 281 w/B)
BUS 488	Interactive Web Management Portfolio Seminar	Fall/Spring	Senior standing (last semester of enrollment), official GPA of 2.5 or better or admitted to the COB, c/Bus 492 or 442 or Journalism 427 (internship) or Computer Science 399 (internship), and have submitted a graduation application

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

**Sample Plan – Interactive Web Management (starts in Fall)**

**Junior Year – Fall**

CS 125 Web Development  
 INFO SYS 151 Creating the Digital Future

**Junior Year – Spring**

CS 142 Intro to Comp Science and Programming  
 JOURNAL 221 Writing for the Media  
 MARKET 371 Essentials of Marketing

**Senior Year – Fall**

JOURNAL 340 New and Emerging Media  
 CS 247 Introduction to Usability  
 INFO SYS 350 E-Commerce Technology Management  
 MARKET 363 or MARKET 428

**Senior Year – Spring**

INFO SYS 352 Technology Innovation  
 JOURNAL 440 Application of New and Emerging Media  
 BUS 488 Interactive Web Mgmt Portfolio Seminar

**Sample Plan – Interactive Web Management (starts in Spring)**

**Junior Year – Spring**

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

**Senior Year – Fall**

JOURNAL 340 New and Emerging Media  
 MARKET 363 or MARKET 428

**Senior Year – Spring**

CS 142 Intro to Comp Science & Programming  
 INFO SYS 352 Technology Innovation  
 JOURNAL 440 Application of New and Emerging Media

**5<sup>th</sup> Year – Fall**

CS 247 Introduction to Usability  
 INFO SYS 350 E-Commerce Technology Management  
 BUS 488 Interactive Web Mgmt Portfolio Seminar

**Note:**

- CS 125, CS 142, INFO SYS 151, Journalism 221 → Encourage to take at freshmen/sophomore standing
- Journal 221, 340 and 440 → see Tim Gleason; [gleason@uwosh.edu](mailto:gleason@uwosh.edu); 3485 Sage Hall for course enrollment consent
- Fill out on-line survey for Journalism Courses: <https://uwosh.edu/journalism/iwm-advising/>
- 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.