**COLLEGE OF LETTERS & SCIENCE | BACHELOR OF SCIENCE / BACHELOR OF ARTS**

## Interactive Web Management (65–67 credits)
**2023-2024**

| | Introductory Courses – 9 credits | | Semester | Prerequisite course(s) |
|---|---|---|---|---|
| 3 | BUS 198 | Introduction to Business | Fall/Spring | |
| 3 | INFO SYS 151 | Creating the Digital Future | Fall/Spring | |
| 3 | JOURNAL 221 | Writing for the Media | Fall/Spring | |
| | **Technical – 12 credits** | | | |
| 3 | CS 125 | World Wide Web Site Development | Fall/Spring | |
| 3 | CS 142 | Introduction to CS and Programming | Fall/Spring | MATH 103 or 187 or 188 or 189 all w/C or better, or qualifying for MATH 104 or higher. Recommend taking after CS 125. |
| 3 | INFO SYS 311 | Essentials of Information Systems | Fall/Spring | 30 credits & 2.2 GPA |
| 3 | INFO SYS 350 | E-Commerce Technology Management | Spring | 60 credits + 2.5 GPA & (INFO SYS 311) & (COMP SCI 125 or INFO SYS 201) |
| | **Business – 9 credits** | | | |
| 3 | INFO SYS 352 | Technology Innovation | Spring | 60 credits + 2.5 GPA & INFO SYS 151 & INFO SYS 311 |
| 3 | MARKET 371 | Essentials of Marketing | Fall/Spring | 44 credits & 2.5 GPA |
| 3 | MARKET 363 OR | Digital Marketing | Fall/Spring | 44 credits & 2.5 GPA |
| | MARKET 428 | Digital Marketing Analytics | Fall/Spring | 60 credits + 2.5 GPA & (ECON 210 or MATH 301 w/C) or (MATH 201 or PSYCH 203 or SOC 281 w/B) |
| | **Media – 9 credits** | | | |
| 3 | CS 247 | Introduction to Usability | Fall | CS 142 w/C or CS 221 w/C or INFO SYS 318 w/C |
| 3 | JOURNAL 340 | Digital & Social Media Strategy | Fall/Spring | JOURNAL 221 |
| 3 | JOURNAL 440 | Digital & Social Media Applied | Fall/Spring | JOURNAL 340 or instructor consent |
| | **Additional CS/Journalism Requirements – 24 credits:** | | | |
| | **Journalism/Computer Science – 15 credits (In Additional to the courses listed above)** | | | 2.0 GPA required for Journalism courses except for J141, 211 and 250. |
| 3 | CS/ JOURNAL | | | |
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| | **Upper-level Journalism/Computer Science – 9 credits (In Additional to the courses listed above)** | | | |
| 3 | CS/ JOURNAL | | | |
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| 3 | CS/ JOURNAL | | | |
| | **Internship – 1-3 credits** | | | |
| 1-3 | BUS 340*, CS 399, **or** JOURNAL 427 | | | |
| | **Culminating – 1 credit** | | | |
| 1 | BUS 488 IWM Portfolio Seminar | | | Final semester, c/Bus 340 or Journalism 427 or Computer Science 399, and graduation application on file |

**Recommended Course Sequence:**
**Freshman:** INFO SYS 151, CS 125, BUS 198, and USP
**Sophomore:** JOURNAL 221, CS 142, INFO SYS 311, and USP
**Junior:** MARKET 371, INFO SYS 350, INFO SYS 352, JOURNAL 340, CS 247, CS/JOURNAL, and USP
**Senior:** MARKET 363/MARKET 428, BUS 488, JOURNAL 440, and CS/JOURNAL
**Suggested courses to fulfill the additional 24 Computer Science and/or Journalism courses; 9 of 24 must be upper level (300/400)**: BA and BS Students are not limited to choose from one department's offerings, but can mix and match from either department, excluding courses required in the IWM major.

| The **Journalism core** classes are required of journalism majors and serve as prerequisites for many of the journalism courses: | The **Computer Science core** classes required of Computing majors and serve as prerequisites for many of the computer science courses: |
|---|---|
| J141   Intro the Media: News, Public Relations, and Advertising (XC)<br>J221   Writing for the Media<br>J251   Foundations of Multimedia Storytelling<br>J324   Editing *(J221)*<br>J412   Law of Mass Communication (J141, J221, J324, and 85 cr) | CS 221   Object Oriented Design and Programming (CS 142)<br>CS 251   Computer Arch and Assembly Language (CS 221)<br>CS 262   Object Oriented Design and Programming II (CS 221)<br>CS 271   Data Structures (CS 262 and CS 251)<br>CS 331   Programming Languages (CS 271)<br>Math 212  Mathematics for Computer Science<br>Physics 311 Digital Instrumentation |
| For other *Journalism* course, see current bulletin: [Journalism - Bulletins University of Wisconsin Oshkosh (uwosh.edu)](#) | For other *Computer Science* courses, see current bulletin: [Computer Science - Bulletins University of Wisconsin Oshkosh (uwosh.edu)](#) |

**Note:**
- Journal 221, 340 and 440→ Contact Shu-Yueh Lee ([lees@uwosh.edu](mailto:lees@uwosh.edu), Sage 3605).
- Fill out on-line survey for Journalism Courses: [https://uwosh.edu/journalism/iwm-advising/](https://uwosh.edu/journalism/iwm-advising/)
- Additional 24 CS/J electives can be from either department, excluding courses required in the IWM major.
- Limit of 21 credits of 300/400 upper-level College of Business Dept courses for non-Business majors
  - For other *College of Business* courses, see current bulletin: [Business, College of - Bulletins University of Wisconsin Oshkosh (uwosh.edu)](#)
- A minimum of 38 credits of University Studies Program (USP) required such as Writing, Speaking, Mathematics (XM), Lab Science (XL), Culture (XC), Society (XS), Ethnic Studies (ES), Global Citizen (GC), and Connect (XK)
- For students who have taken CS 262 or INFO SYS 318, these courses will substitute for CS 142.