COLLEGE OF BUSINESS

Interactive Web Management – 31 credits
2023-2024

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	Spring	(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 Digital & Social Media Strategy	Fall/Spring	JOURNAL 221
JOURNAL 440 Digital & Social Media Applied	Fall/Spring	JOURNAL 340
MARKET 363 Digital Marketing* **OR** MARKET 428 Digital Marketing Analytics	Fall/Spring Fall/Spring	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

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

Sophomore Year – Spring
CS 142   Intro to Comp Science and Programming
INFO SYS 311   Essentials of Information Systems
JOURNAL 340 Digital & Social Media Strategy

Junior Year – Fall
JOURNAL 440   Digital & Social Media Applied
MARKET 371   Essentials of Marketing

Junior Year – Spring
INFO SYS 350   E-Commerce Technology Management
MARKET 363 or MARKET 428

Senior Year – Fall
CS 247   Introduction to Usability

Senior Year – Spring
INFO SYS 352   Technology Innovation
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→ Contact Shu-Yueh Lee (lees@uwosh.edu, Sage 3605).
- 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.