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

Interactive Web Management (65–67 credits)
2022-2023

	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*
3	INFO SYS 350	E-Commerce Technology Management	Fall	60 credits* & (INFO SYS 311) & (COMP SCI 125 or INFO SYS 201)
	Business – 9 credits			
3	INFO SYS 352	Technology Innovation	Spring	60 credits* & 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	Spring (possible J-TERM)	60 credits* & (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	New and Emerging Media	Fall/Spring	JOURNAL 221 and 60 credits
3	JOURNAL 440	Application of New and Emerging Media	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			
3	CS/ JOURNAL			
3	CS/ JOURNAL			
3	CS/ JOURNAL			
3	CS/ JOURNAL			
	Upper level Journalism/Computer Science – 9 credits (In Additional to the courses listed above)			
3	CS/ JOURNAL			
3	CS/ JOURNAL			
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

*ALL upper level business courses require students to have a 2.5 GPA to enroll.

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　Introduction to Journalism and Mass Communication J221　Writing for the Media J251　Foundations of Multimedia Storytelling J324　Editing *(J221)* J412　Law of Mass Communication (J141, J221, J324, and 85 cr)	CS 221　Object Oriented Programming and Design (CS 142) CS 251　Computer Org and Assembly Language (CS 221) CS 262　Object Oriented Programming and Design II (CS 221) CS 271　Data Structures (CS 262 and CS 251) CS 331　Programming Languages (CS 271) Math 212　Mathematics for Computer Science 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; see Tim Gleason; gleason@uwosh.edu; 3485 Sage Hall for course enrollment consent
  - Fill out on-line survey for Journalism Courses: 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.