### RICHLAND COMMUNITY COLLEGE AND MILLIKIN UNIVERSITY

#### From an A.A.S. to a B.S. in Digital Media Marketing - 8 Semester Plan

<table>
<thead>
<tr>
<th>Semester #1</th>
<th>Term: ___________</th>
<th>Hours</th>
<th>Spg/Fall/Evry</th>
<th>Semester #2</th>
<th>Term: ___________</th>
<th>Hours</th>
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<tbody>
<tr>
<td>AAS ENGL 101: Composition 1 (MU IN150)</td>
<td>3</td>
<td></td>
<td>AAS ECON 231: Macroeconomics (MU EC100)</td>
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<td>AAS COMM 120: Business and Professional Speaking (MU CO242) OR COMM 101: Public Speaking (MU CO200)</td>
<td>3</td>
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<td>AAS ACCT 102: Managerial Accounting Fundamentals (MU AC240)</td>
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<td>AAS ACCT 101: Financial Accounting (MU AC230)</td>
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<td>AAS BUS 225: Small Business Development (MU BU2XX)</td>
<td>3</td>
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<td>AAS CIS 110: Computer Business Applications (MU IS120)</td>
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<td>AAS P REL 100: Human Relations (MU EL1XX)</td>
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<td>AAS BUS 100: Business Fundamentals (BU100)</td>
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<td>ENGL 102: Composition 2 (MU IN151)</td>
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### Richland Community College

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<th>Hours</th>
<th>Spg/Fall/Evry</th>
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<tr>
<td>AAS ECON 232: Microeconomics (MU EC110)</td>
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<td>AAS BUS 240: Principles of Marketing (MU MK200)</td>
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<td>AAS BUS 231: Business Law Principles (MU BU260)</td>
<td>3</td>
<td>Fall</td>
<td>AAS BUS 232: Business Law &amp; Ethics (MU PH215 - Meets IN251 Requirement)</td>
<td>3</td>
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<td>AAS P REL 110: Supervision (MU No Credit)</td>
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<td>AAS BUS 283: Finance and Insurance (MU FI300)</td>
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<td>CS 105: Foundations of Info Technology (MU IS240)</td>
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<td>AAS BUS 245: Advertising and Sales Promotion (MU BU2XX)</td>
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<td>Elective</td>
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<td>AAS BUS 290: Work Experience Practicum &amp; Seminar (MU No Credit)</td>
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### Millikin University

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<tr>
<td>MG 300: People &amp; Performance - Reverse Transfer to RCC for AAS BUS 200</td>
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<td>Evry</td>
<td>MK elective</td>
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<td>MK 363: Brand Loyalty through Digital Media</td>
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<td>BU 350: Managerial Forensics</td>
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<td>BU 230: Business Conversations</td>
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<td>MK 308: Consumer Behavior &amp; Analytics</td>
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<td>MA 130: Elementary Probability and Statistics with Spreadsheets - Reverse Transfer to RCC for AAS BUS 110</td>
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<td>Natural Science with a Laboratory</td>
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#### NOTES:
- It is strongly recommended that students consult with an academic advisor at both Richland and Millikin.
- The schedule above provides a template. Schedules will vary by student. Summer courses may be taken at Millikin or another institution (course approved through Registrar).
- Undergraduate graduation hour requirements: 124 credits
- To qualify for undergraduate financial aid, students usually must take 12 – 15 hours in undergraduate credit.