

RICHLAND COMMUNITY COLLEGE AND MILLIKIN UNIVERSITY
From an A.S. to a B.S. in Digital Media Marketing - 8 Semester Plan

Richland Community College

Semester #1	Term: _____	Hours	Spg/Fall/Evry	Semester #2	Term: _____	Hours	Spg/Fall/Evry
AS Communications - ENGL 101: Composition 1 (MU IN1XX)		3		AS Communications - ENGL 102: Composition 2 (MU IN180)		3	
AS Mathematics (MU BS Distribution)		4		AS Life and Physical Science Course With Laboratory (MU University Studies Natural Science with Lab)		4	
AS Communications - COMM 101: Public Speaking (MU CO200)		3		AS Social and Behavioral Sciences - ECON 231: Macroeconomics (MU EC100)		3	
BUS 100: Business Fundamentals (MU ET100)		3		ACCT 101: Financial Accounting (MU AC230)		4	
CIS 110: Computer Business Applications (MU IS120)		3		CS 105: Foundations of Info Technology (MU IS240)		3	
Semester Total		16		Semester Total		17	
Cumulative Total		16		Cumulative Total		33	
Semester #3	Term: _____	Hours	Spg/Fall/Evry	Semester #4	Term: _____	Hours	Spg/Fall/Evry
AS Humanities Course		3		AS Life and Physical Science Course (MU BS Distribution)		3	
AS Life and Physical Science Course Distribution Additional Lab Science Requirement) (MU BS		4		AS Social and Behavioral Sciences Course		3	
ACCT 102: Managerial Accounting Fundamentals (MU AC240)		4		AS Fine Arts Course		3	
ECON 232: Microeconomics (MU EC110)		3		AS Mathematics - MATH 113: Introduction to Applied Statistics OR MATH 171: Concepts of Statistics (MU MA130 BS Distribution)		4	
ENGL 110: Professional and Technical Writing (MU BU250)		3		BUS 240: Principles of Marketing (MU MK200 (MU MK200 *Must earn C or higher)		3	Spring
Semester Total		17		Semester Total		16	
Cumulative Total		50		Cumulative Total		66	

Millikin University

Semester #5	Term: _____	Hours	Spg/Fall/Evry	Semester #6	Term: _____	Hours	Spg/Fall/Evry
MG 300: People & Performance		3	Evry	PH 215: Business Ethics		3	Evry
IN 350: Global Issues		3	Evry	MK 308: Consumer Behavior & Analytics (Must earn C or higher)		3	Spring
FI 340: Introduction to Financial Management Quantitative Reasoning requirement) (Meets		3	Evry	DMM Elective		3	Evry
MK 363: Brand Loyalty through Digital Media (Must earn C or higher)		3	Fall	Elective		3	Evry
BU 230: Business Conversations		3	Evry	300/400 elective		3	Evry
Semester Total		15		Semester Total		15	
Cumulative Total		81		Cumulative Total		96	
Semester #7	Term: _____	Hours	Spg/Fall/Evry	Semester #8	Term: _____	Hours	Spg/Fall/Evry
DMM or interdisciplinary elective		3	Evry	BU 450: Global Business Strategy (Must earn C- or higher)		3	Evry
MK 471: DMM Internship (Must earn C+ or higher)		3	Evry	MK 442: Digital Media Marketing Strategy & Analysis (Must earn C or higher)		3	Spring
Student-Run Venture		3	Evry	300/400 elective		3	Evry
300/400 elective		3	Evry	Elective		3	Evry
300/400 elective		3	Evry	Elective		3	Evry
Semester Total		15		Semester Total		15	
Cumulative Total		111		Cumulative Total		126	

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