

MILLIKIN UNIVERSITY
Digital Media Marketing Major - 8-Semester Plan

Semester #1	Term: _____	Hours	Spg/Fall/Evry	Semester #2	Term: _____	Hours	Spg/Fall/Evry
IN 140: University Seminar		3	Evry	ICS, IN 250, or Creative Arts		3	Evry
IN 180: University Writing ³		3	Evry	IS 240: Foundations of Information Systems		3	Evry
ET 100: Business Creation ¹		3	Evry	AC 230: Introduction to Financial Statements		3	Evry
IS 120: Introduction to Business Analytics		3	Evry	EC 100 or EC 110: Principles of Macro/Microeconomics		3	Evry
MA 130: Elem. Prob. & Stats (or appropriate QR)		3	Evry	Natural Science with Lab (#1)		4	Evry
Semester Total		15		Semester Total		16	
Cumulative Total		15		Cumulative Total		31	
Semester #3	Term: _____	Hours	Spg/Fall/Evry	Semester #4	Term: _____	Hours	Spg/Fall/Evry
EC 100 or EC 110: Principles of Macro/Microeconomics		3	Evry	MK 200: Principles of Marketing ³		3	Evry
AC 240: Principles of Managerial Accounting		3	Evry	BU 230: Business Conversations or BU250: Written Bus. Comm.		3	Evry
BU 230: Business Conversations or BU250: Written Bus. Comm.		3	Evry	ICS, IN 250, or Creative Arts		3	Evry
IN 280: Writing in the Disciplines ³		3	Evry	Science Distribution Requirement		3	Evry
ICS, IN 250, or Creative Arts		3	Evry	Elective		3	Evry
				Elective		3	Evry
Semester Total		15		Semester Total		18	
Cumulative Total		46		Cumulative Total		64	
Semester #5	Term: _____	Hours	Spg/Fall/Evry	Semester #6	Term: _____	Hours	Spg/Fall/Evry
MG 300: Organizational Behavior & Change		3	Evry	PH 215: Business Ethics (meets IN 251 requirement)		3	Evry
IN 350: Global Studies		3	Evry	MK 308: Consumer Behavior & Analytics ³		3	Spring
FI 340: Introduction to Financial Management		3	Evry	DMM elective		3	Evry
MK 363: Brand Loyalty through Digital Media ³		3	Fall	Elective		3	Evry
ICS, IN 250, or Creative Arts		3	Evry	Science Distribution Requirement		3	Evry
Semester Total		15		Semester Total		15	
Cumulative Total		79		Cumulative Total		94	
Semester #7	Term: _____	Hours	Spg/Fall/Evry	Semester #8	Term: _____	Hours	Spg/Fall/Evry
Student-run Venture		3	Evry	BU 450: Global Business Strategy ¹		3	Evry
MK 471: DMM Internship ²		3	Evry	MK 442: DMM Strategy & Analysis ³		3	Spring
300/400 Elective		3	Evry	DMM or Interdisciplinary Elective		3	Evry
300/400 Elective		3	Evry	300/400 Level Elective		3	Evry
Natural Science with Lab (#2)		4	Evry	300/400 Elective		3	Evry
Semester Total		16		Semester Total		15	
Cumulative Total		110		Cumulative Total		125	

¹ A grade of C- or better is required for this course.

² A grade of C+ or better is required for this course.

³ A grade of C or better is required for this course.

NOTES:

- 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
- If taking Advanced Placement courses in high school or considering dual enrollment in high school/community college courses, please make sure you speak with a faculty advisor or Registrar's Office at Millikin prior to your selection/enrollment.