MILLIKIN UNIVERSITY

Digital Marketing Major - 8-Semester Plan

Semester #1 **Term: _____**	**Hours**	**Spg/Fall/Every**	**Semester #2** **Term: _____**	**Hours**	**Spg/Fall/Every**
IN 140: University Seminar	3	Every	ICS, U.S. Cultures, or Creative Arts	3	Every
EN 181: University Writing [3]	3	Every	IS 240: Foundations of Information Systems	3	Every
ET 100: Business Creation [1]	3	Every	AC 230: Introduction to Financial Statements	3	Every
IS 120: Introduction to Business Analytics	3	Every	EC 100 or EC 110: Principles of Macro/Microeconomics	3	Every
MA 130: Elem. Prob. & Stats (or appropriate QR)	3	Every	Natural Science with Lab (#1)	4	Every
Semester Total	15		Semester Total	16	
Cumulative Total	**15**		**Cumulative Total**	**31**	
Semester #3 **Term: _____**	**Hours**	**Spg/Fall/Every**	**Semester #4** **Term: _____**	**Hours**	**Spg/Fall/Every**
EC 100 or EC 110: Principles of Macro/Microeconomics	3	Every	MK 200: Principles of Marketing [3]	3	Every
AC 240: Principles of Managerial Accounting	3	Every	BU 230: Business Conversations or BU 250: Written Bus. Comm.	3	Every
BU 230: Business Conversations or BU 250: Written Bus. Comm.	3	Every	ICS, U.S. Cultures, or Creative Arts	3	Every
EN 281: Writing in the Disciplines [3]	3	Every	Science Distribution Requirement	3	Every
ICS, U.S. Cultures, or Creative Arts	3	Every	Elective	3	Every
Semester Total	15		Semester Total	15	
Cumulative Total	**46**		**Cumulative Total**	**61**	
Semester #5 **Term: _____**	**Hours**	**Spg/Fall/Every**	**Semester #6** **Term: _____**	**Hours**	**Spg/Fall/Every**
MG 300: Organizational Behavior & Change	3	Every	PH 215: Business Ethics (meets IN 251 requirement)	3	Every
IN 350: Global Studies	3	Every	MK 308: Consumer Behavior & Analytics [3]	3	Spring
FI 340: Introduction to Financial Management	3	Every	DMM elective	3	Every
MK 363: Brand Loyalty through Digital Media [3]	3	Fall	Elective	3	Every
ICS, U.S. Cultures, or Creative Arts	3	Every	Science Distribution Requirement	3	Every
Semester Total	15		Semester Total	15	
Cumulative Total	**76**		**Cumulative Total**	**91**	
Semester #7 **Term: _____**	**Hours**	**Spg/Fall/Every**	**Semester #8** **Term: _____**	**Hours**	**Spg/Fall/Every**
Student-run Venture	3	Every	BU 450: Global Business Strategy [1]	3	Every
MK 471: DMM Internship [2]	3	Every	MK 442: DMM Strategy & Analysis [3]	3	Spring
300/400 Elective	3	Every	DMM or Interdisciplinary Elective	3	Every
300/400 Elective	3	Every	300/400 Level Elective	3	Every
Natural Science with Lab (#2)	4	Every	300/400 Elective	3	Every
Semester Total	16		Semester Total	15	
Cumulative Total	**107**		**Cumulative Total**	**122**	

[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.

5/2/2023

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.