

MILLIKIN UNIVERSITY
Digital Marketing Major - 8-Semester Plan

Semester #1	Term: _____	Hours	Spg/Fall/Every	Semester #2	Term: _____	Hours	Spg/Fall/Every
IN 140: Millikin Foundations		3	Every	IS 120: Introduction to Business Analytics (pre-requisite: MA098)		3	Every
EN 181: University Writing ³		3	Every	AC 230: Introduction to Financial Statements		3	Every
ET 100: Business Creation ¹		3	Every	EC 100 or EC 110: Principles of Macro/Microeconomics		3	Every
CO 230: Public & Professional Speaking		3	Every	ICS #1		3	Every
MA 130: Elem. Prob. & Stats (or MA097, MA098, MA110 per placement)		3	Every	Natural Science with Lab		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	CO 250: Written Business Communication (pre-requisite: EN281)		3	Every
IS 240: Foundations of Information Systems		3	Every	Humanities in the US		3	Every
EN 281: Writing in the Disciplines ³		3	Every	Elective		3	Every
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	Social Sciences in the US		3	Every
FI 340: Financial Management		3	Every	MK 308: Consumer Behavior & Analytics ³		3	Spring
MK 363: Brand Loyalty through Digital Media ³		3	Fall	DMM elective		3	Every
Global Studies		3	Every	Elective		3	Every
ICS #2		3	Every	Elective		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
Elective		3	Every	300/400 Elective		3	Every
Semester Total		15		Semester Total		15	
Cumulative Total		106		Cumulative Total		121	

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: 120 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.

5/22/2025

DIGITAL MARKETING					Tabor School of Business Millikin University		
Student: _____				Advisor _____			
Effective Fall 2025					5/22/2025		
University Studies, Distribution & Electives					Business Courses		
Sequential Requirements (18)					Tabor Core (42)		
		CR	SEM	GR			CR SEM GR
IN 140	Millikin Foundations	3	_____	___	ET 100	Business Creation ¹	3 _____
EN 181	University Writing ³	3	_____	___	IS 120	Intro to Business Analytics	3 _____
EN 281	Writing in the Disciplines ³	3	_____	___	MA 130	Elem. Prob. & Stats w/Spreadsheets	3 _____
_____	Humanities in the US	3	_____	___	IS 240	Foundations of Information Systems	3 _____
_____	Social Sciences in the US	3	_____	___	AC 230	Introduction to Financial Statements	3 _____
_____	Global Studies	3	_____	___	EC 100	Principles of Macroeconomics	3 _____
					EC 110	Principles of Microeconomics	3 _____
					AC 240	Principles of Managerial Accounting	3 _____
					CO 230	Public & Professional Speaking	3 _____
Non-Sequential Requirements (13-15)					CO 250	Written Business Communication	3 _____
		CR	SEM	GR	MK 200	Principles of Marketing	3 _____
International Cultures & Structures (ICS) 6-8 credits:					MG 300	Organizational Behavior and Change	3 _____
_____	ICS: _____	3/4	_____	___	FI 340	Financial Management	3 _____
_____	ICS: _____	3/4	_____	___	BU 450	Global Business Strategy ¹	3 _____
_____	Natural Science w/Lab	4	_____	___			
_____	Creative Arts	3	_____	___			
QR	MA 130 Elementary Probability & Statistics* satisfies QR requirement						
Oral Comm	BU230 Public & Professional Speaking satisfies Oral Communication requirement						
Electives (14)					Digital Media Marketing Major (21)		
		CR	SEM	GR			CR SEM GR
_____	_____	3	_____	___	MK 308	Consumer Behavior & Analytics ³	3 SP_____
_____	_____	3	_____	___	MK 363	Brand Loyalty thru Digital Media ³	3 FA_____
_____	_____	3	_____	___	MK 442	DMM Strategy & Analysis ³	3 SP_____
_____	_____	3	_____	___	MK 471	DMM Internship ²	3 _____
_____	_____	3	_____	___	_____	Student-run Venture experience	3 _____
					See Bulletin for list of approved Student-run Ventures.		
					Choose 3-6 credits of DMM Electives.		
					MK 307	IMC Campaigns	3 FA_____
					MK 310	Personal Selling and Sales Mgt.	3 SP_____
					MK 330	Event Planning	3 FA_____
					MK 360	Special Topics	3 _____
300/400 Electives (12)					Choose 0-3 credits of Interdisciplinary Electives.		
		CR	SEM	GR	See Bulletin for list of approved interdisciplinary electives.		
_____	_____	3	_____	___	_____	_____	3 _____
_____	_____	3	_____	___			
_____	_____	3	_____	___			
_____	_____	3	_____	___			

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

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

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

* Course is part of Tabor Core.