

TABOR SCHOOL OF BUSINESS

Millikin University

Digital Media Marketing (125 credits)

Students must follow the
Academic and Professional Requirements
in the Tabor School of Business

Student: _____

Advisor: _____

Transfer Credits: _____

Effective Fall 2017

University Studies & Tabor Non Business Requirements (43-44)				Business Courses					
Critical Reasoning, Writing, & Language (12-13)				Business Functions Core (61)					
		CR	SEM	GR			CR	SEM	GR
First Week					BU 100	Business Creation	3	___	___
IN 140	University Seminar	3	___	___	BU 111	Team Dynamics	1	___	___
IN 150	CWRR I	3	___	___	EC 100	Principles of Macroeconomics	3	___	___
IN 151	CWRR II	3	___	___	EC 110	Principles of Microeconomics	3	___	___
International Cultures & Structures:					MA 130	Business Statistics	4	___	___
		3/4	___	___	IS 120	Spreadsheet & DB Apps	3	___	___
BU 330	International Business* Satisfies ICS				BU 230	Business Conversations	3	___	___
Quantitative Reasoning (0)					BU 250	Written Business Communication	3	___	___
					BU 260	Business Law	3	___	___
MA 130	Business Statistics* Satisfies QR				MK 200	Principles of Marketing	3	___	___
Comm. Studies (0)					ET 260	Create, Lead, & Own YOU	1	___	___
BU 230	Business Conversations* Satisfies Communication				IS 240	Foundations of Information Sys.	3	___	___
Additional University Studies & Non Business (13)					AC 230	Introduction to Financial Statements	3	___	___
					AC 240	Principles of Managerial Accounting	3	___	___
IN 250	US Cultures	3	___	___	MG 275	Project Management Practicum	1	___	___
IN 251	PH215 Business Ethics* Satisfies IN251				FI 340	Intro to Financial Management	3	___	___
IN 350	Global Studies	3	___	___	FI 300	Personal Finance	1	___	___
Natural Science		4	___	___	MG 300	People and Performance	3	___	___
Fine Arts		3	___	___	BU 330	International Business	3	___	___
Tabor Distribution Requirements (0)					BU 350	Managerial Forensics	1	___	___
BU 250	Written Business Communication* Satisfies Distribution Req.				MG 370	Operations Management	3	___	___
Electives not from Tabor Core or Major (18)					PH 215	Business Ethics	3	___	___
					BU 450	Business Strategy	4	___	___
					Major (21-22)				
							CR	SEM	GR
					MK 363	Brand Loyalty Through Digital Media	3	FA	___
					MK 308	Consumer Behavior & Analytics	3	SP	___
					MK 442	DMM Strategy & Analysis	3	SP	___
					MK 471	DMM Internship	3	___	___
						Student-run venture experience:			
						ET390/TH390/MC390/AR325	3	___	___
					DMM electives (3-6)				
					MK 307	IMC Campaigns	3	FA	___
					MK 310	Personal Selling	3	SP	___
					MK 330	Event Planning	3	FA	___
					MK 360	Special Topics	3	___	___
					MK 365	Brand Loyalty Experience	1	FA	___
					Interdisciplinary electives (0-3)				
					AR 201	Computer Art & Design Orientation	3	___	___
					CO 251	Introduction to Public Relations	3	___	___
					EN 270	Computer Aided Design	3	___	___
						Any 300/400-level Tabor course beyond core	3	___	___

4/4/2017

**See bulletin for more options