

TABOR SCHOOL OF BUSINESS

Millikin University

Minor: Digital Media Marketing

Student _____

Advisor _____

Major _____

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

Effective Fall 2016

Students in the Digital Media Marketing Minor will supplement the education a industry-related major like Communication; Sports Management; Health, Fitness & Recreation; Music Business; Graphic Design; and English Writing with the skills to write and post blogs, create press releases, track metrics and maintain business digital media platforms likes LinkedIn, Facebook, Twitter, Pinterest, and Instagram.

Performance Learning

Performance Learning initiatives for 3rd parties in the community could include creating an integrated marketing communication campaign, designing a social media strategy for a student-run venture or local business, or competing in an international online marketing challenge.

Digital Media Marketing Minor							
22-23 credits							
Required Courses/Credit							
DMM Minor Required Courses (13 credits)	CR	SEM	GR	Interdisciplinary Electives (choose 0-6 credits)	CR	SEM	GR
MK 200 Principles of Marketing	3	_____	_____	AR 201 Computer Art & design Orientation	3	_____	_____
MK 363 Brand Loyalty through Digital Media	3	FA	_____	AR 325 Graphic Design: Ad Agency	3	_____	_____
MK 308 Consumer Behavior & Analytics	3	SP	_____	CO 107 Argument & Social Issues	3	_____	_____
BU 100 Business Creation	3	_____	_____	CO 251 Introduction to Public Relations	3	_____	_____
BU 111 Team Dynamics	1	_____	_____	CO 351 Special Topics in Writing	3	_____	_____
DMM Electives (choose 3-9 credits)				CO 360* Seminar in Communication	3	_____	_____
MK 307 IMC Campaigns	3	FA	_____	CO 456 Applications in Public Relations	3	_____	_____
MK 310 Personal Selling	3	SP	_____	EN 270 Computer Aided Publishing	3	_____	_____
MK 330 Event Planning	3	FA	_____	EN 305 Web Publishing	3	_____	_____
MK 360 Special Topics	3	_____	_____	ES 400 Sports Marketing	3	_____	_____
MK 365 Brand Loyalty Experience	1	FA	_____	*With permission of the DMM Coordinator			