

TABOR SCHOOL OF BUSINESS

Millikin University

Digital Media Marketing Minor (21 credits)

Student: _____

Effective Fall 2022

Advisor: _____

Major: _____

The minor is for students who believe the strategic aspect of digital media marketing would supplement the creative passion they're mastering in their majors—particularly Communication, Graphic Design, Music Business, English Writing, Sports Management and Health, Fitness and Recreation. Students who complete a minor in Digital Media Marketing will have a working knowledge of digital media marketing that is applicable to their field of study. The work could include writing and posting blogs, creating press releases, proofing and editing, tracking metrics and maintaining business digital media platforms like LinkedIn, Facebook, Twitter, YouTube, Pinterest and Instagram.

Required Courses (12 credits)				Interdisciplinary Electives (choose 0-6 credits)					
		CR	SEM	GR			CR	SEM	GR
ET 100	Business Creation	3	_____	__	AR 201	Computer Art & Design Orient.	3	_____	__
MK 200	Prin. of Marketing	3	_____	__	AT 110	Introduction to Digital Media	3	_____	__
MK 308	Cons. Beh. & Anal.	3	SP	__	AT 234	Pre Production Video & Cinema	3	_____	__
MK 363	Brand Loyalty through Digital Media	3	FA	__	AT 265	Found. in Web Design & Dev.	3	_____	__
					AT 334	Production Video & Cinema	3	_____	__
					CO 251	Intro to Public Relations	3	_____	__
					CO 351	Topics in Writing - Social Media	3	_____	__
					CO 351	Topics in Writing - Broadcast	3	_____	__
					CO 360	Seminar in Communication*	3	_____	__
					CO 470	Persuasion Campaigns and Perf.	3	_____	__
					EN 305	Web Publishing	3	_____	__
					SO 100	Introduction to Sociology	3	_____	__
					SO 215	Sociology of Video Gaming	3	_____	__
					SO 220	Popular Culture/Media Sociology	3	_____	__
					SO 326	Economy and Society	3	_____	__
						*or appropriate course approved by the chair.			
DMM Electives (choose 3-9 credits)									
		CR	SEM	GR					
MK 307	IMC Campaigns	3	FA	__					
MK 310	Pers. Sell./Sales Mgt.	3	SP	__					
MK 330	Event Planning	3	FA	__					
MK 360	Special Topics	3	_____	__					
MK 365	Brand Loyalty Exp.	1	FA	__					