

MILLIKIN UNIVERSITY
Digital Media Marketing Major - 8-Semester Plan

Semester #1	Term: _____	Hours	Spg/Fall/Evry	Semester #2	Term: _____	Hours	Spg/Fall/Evry
IN 140: University Seminar		3	Evry	IN 151: Critical Writing, Reading & Research II ³		3	Evry
IN 150: Critical Writing, Reading & Research I ³		3	Evry	IS 240: Foundations of Information Systems		3	Evry
ET 100: Business Creation ¹		3	Evry	AC 230: Introduction to Financial Statements		3	Evry
ET 111: Team Dynamics ¹		1	Evry	EC 100 or EC 110: Principles of Macro/Microeconomics		3	Evry
IS 120: Introduction to Business Analytics		3	Evry	Natural Science with Lab (#1)		4	Evry
MA 130: Elem. Prob. & Stats (or appropriate QR)		3	Evry				
MA 131: Elem. Prob. & Stats Lab		1	Evry				
Semester Total		17		Semester Total		16	
Cumulative Total		17		Cumulative Total		33	
Semester #3	Term: _____	Hours	Spg/Fall/Evry	Semester #4	Term: _____	Hours	Spg/Fall/Evry
EC 100 or EC 110: Principles of Macro/Microeconomics		3	Evry	MK 200: Principles of Marketing ³		3	Evry
AC 240: Principles of Managerial Accounting		3	Evry	BU 230: Business Conversations or BU250: Written Bus. Comm.		3	Evry
BU 230: Business Conversations or BU250: Written Bus. Comm.		3	Evry	ICS, IN 250, or Creative Arts		3	Evry
ICS, IN 250, or Creative Arts		3	Evry	Elective		3	Evry
ICS, IN 250, or Creative Arts		3	Evry	Science Distribution Requirement		3	Evry
Semester Total		15		Semester Total		15	
Cumulative Total		48		Cumulative Total		63	
Semester #5	Term: _____	Hours	Spg/Fall/Evry	Semester #6	Term: _____	Hours	Spg/Fall/Evry
MG 300: People & Performance		3	Evry	PH 215: Business Ethics (meets IN 251 requirement)		3	Evry
IN 350: Global Studies		3	Evry	MK 308: Consumer Behavior & Analytics ³		3	Spring
FI 340: Introduction to Financial Management		3	Evry	DMM elective		3	Evry
MK 363: Brand Loyalty through Digital Media ³		3	Fall	Elective		3	Evry
ICS, IN 250, or Creative Arts		3	Evry	300/400 Elective		3	Evry
Semester Total		15		Semester Total		15	
Cumulative Total		78		Cumulative Total		93	
Semester #7	Term: _____	Hours	Spg/Fall/Evry	Semester #8	Term: _____	Hours	Spg/Fall/Evry
Student-run Venture		3	Evry	BU 450: Global Business Strategy ¹		3	Evry
MK 471: DMM Internship ²		3	Evry	MK 442: DMM Strategy & Analysis ³		3	Spring
300/400 Elective		3	Evry	DMM or Interdisciplinary Elective		3	Evry
300/400 Elective		3	Evry	300/400 Level Elective		3	Evry
Natural Science with Lab (#2)		4	Evry	Science Distribution Requirement		3	Evry
Semester Total		16		Semester Total		15	
Cumulative Total		109		Cumulative Total		124	

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: 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.

Student Name: _____

GPA	Fall _____	Spring _____	Fall _____	Spring _____	Fall _____	Spring _____	Fall _____	Spring _____
Major								
Cumulative								
Academic Alerts/ Accolades								

Quantitative Reasoning: The course sequences below are based on the Math ACT score. Students can also take the Compass test in the Math Department to progress more quickly through this process if the test is passed.

Math ACT Score	COURSE SEQUENCE				
16 or below	MA 087 _____	MA 091 _____	MA 098 _____	MA 109 _____	MA 130 _____
17 - 18	MA 091 _____	MA 098 _____	MA 109 _____	MA 130 _____	
19-21	MA 098 _____	MA 109 _____	MA 130 _____		
22-25	MA 109 _____	MA 130 _____			
26 and above	MA 130 _____				

Additional Comments: