

DIGITAL MARKETING (DIGM) - 120 CREDITS REQUIRED FOR B.S. DEGREE

NAME:						DOE:	ADV:	
GRAD:	LEOS:	WD:	SUSP:	REINST:	REENT:	T		
PROGRAM CHANGE	FROM:	TO:	DATE:	DUAL MAJOR WITH:				

TRANSFERRED FROM:	CREDIT HRS TRANSF IN:
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The column with the "L" indicates Liberal Arts/Science Courses

COMP#	L	REQUIREMENTS	GE	SEM	COURSE	LV	HRS	GR	ADDITIONAL/REPEAT CRS	GR
COM 202		INTRO GRAPHIC DESIGN				200	3			
ENG 101	X	EFFECT COLL WRIT I	WS			100	3			
FYS 101	X	FIRST YEAR SEM				100	3			
MAT 125	X	ALGEBRA	MS			100	3			
MGT 101		INTRO ENTREPENER or				1/200	3			
MGT 200		PRINC OF MANAGEMEN								
COM 203		INTERM GRAPHIC DESIG				200	3			
ENG 102	X	EFFECT COLL WRIT II	WS			100	3			
MAT 210	X	STATISTICS				200	3			
MKT 200		PRINC OF MARKETING				200	3			
	X	HUMANITIES - LAS	HU			1/200	3			
COM 220		NEW MEDIA TOOLS				200	3			
DMK 201		SOCIAL MEDIA MKT				200	3		RIZE COURSE	
PSY 110	X	ORGANIZ BEHAVIOR	SS			100	3			
	X	NATURAL SCIENCE	NS			1/200	3-4			
		HUMANITIES	HU			1/200	3			
COM 216	X	MASS COMMUNICATION				200	3			
DMK 202		EMAIL MARKETING				200	3		RIZE COURSE	
MGT 210		BUSINESS SYSTEMS				200	3			
SOC 220	X	SOCIAL RESEARCH	SS			200	3			
	X	LIB ARTS ELECT					3-4			

	HRS COMPLETED OF THE 120 MINIMUM CREDIT HOURS NEEDED FOR GRADUATION
	HRS COMPLETED OF THE 45 CREDIT HOURS OF UPPER DIVISION 300/400 LEVEL COURSES NEEDED FOR GRADUATION
	HRS COMPLETED OF THE 60 CREDIT HOURS OF LIBERAL ARTS COURSES NEEDED FOR GRADUATION

MISSING GRADUATION REQUIREMENTS:

WIPE OUTS	SEM	ATTEMPTED	COMPLETED	QUALITY POINTS	SEM GPA	CUM GPA	PROB	SUSP

GENERAL EDUCATION LITERACIES	WRITING SKILLS (WS) 2 COURSES	MATH SKILLS (MS) 1 COURSE	(NS) - 2 COURSES	*HUMANITIES (HU) 2 COURSES	SOCIAL SCIENCES (SS) - 2 COURSES

*1 COURSE IN THE HUMANITIES LITERACY MUST BE LIBERAL ARTS

COMP#	L	REQUIREMENTS	GE	SEM	COURSE	LV	HRS	GR	ADDITIONAL/REPEAT CRS	GR
DMK 301		SEARCH ENGINE OPTIMIZ				300	3		RIZE COURSE	
ECN 200	X	PRINC OF ECONOMICS				200	3			
MAT 335	X	FINAN DEC MAKING				300	3			
MGT 306		BUS ETHICS & DEC MK				300	3			
	X	LIB ARTS ELECT				1/200	3-4			
DMK 302		DIGITAL MKT ANALYS				300	3		RIZE COURSE	
MGT 335		PROJECT MGT				300	3			
MKT 305		ADVERT & PROMOTION				300	3			
	X	LIB ARTS ELECT				1/200	3-4			
	X	LIB ARTS ELECT - UD				3/400	3-4			
COM 305	X	CHANGE MANAGEMENT				300	3			
DMK 401		VIRAL & ORGNIC GRWTH				400	3		RIZE COURSE	
		BUSN TRACK CLUSTER				3/400	3			
	X	LIB ARTS ELECT - UD				3/400	3-4			
	X	LIB ARTS ELECT				1/200	3-4			
COM 495		CAPSTONE EXPERIENCE				400	3			
		BUSN TRACK CLUSTER				3/400	3			
	X	LIB ARTS ELECT - UD				3/400	3-4			
		ELECTIVE -UD				3/400	3-4			
		ELECTIVE				1/200	3-4			

BUSINESS TRACK COURSE CLUSTER (ALL UPPER DIVISION)										
Application in Entrepreneurship, Busn of Craft Beer, Creating & Communicating Value, Destination Dynamics, Festival & Major Event Mgt, Recreation & Resort Mkt Mgt, Semester in Residency, Sports Marketing & Communication										