

Semester #1	Term: _____	Hours	Spg/Fall/Every	Semester #2	Term: _____	Hours	Spg/Fall/Every
IN 140: University Seminar		3	Every	ICS, Humanities in the US, or Creative Arts		3	Every
EN 181: University Writing ³		3	Every	IS 240: Foundations of Information Systems		3	Every
ET 100: Business Creation ¹		3	Every	AC 230: Introduction to Financial Statements		3	Every
IS 120: Introduction to Business Analytics		3	Every	EC 100 or EC 110: Principles of Macro/Microeconomics		3	Every
MA 130: Elem. Prob. & Stats (or MA097, MA098, MA110 per placement)		3	Every	Natural Science with Lab		4	Every
Semester Total		15		Semester Total		16	
Cumulative Total		15		Cumulative Total		31	
Semester #3	Term: _____	Hours	Spg/Fall/Every	Semester #4	Term: _____	Hours	Spg/Fall/Every
EC 100 or EC 110: Principles of Macro/Microeconomics		3	Every	MK 200: Principles of Marketing ³		3	Every
AC 240: Principles of Managerial Accounting		3	Every				



University Studies, Distribution & Electives

Business Courses

Sequential Requirements (15)

Tabor Core (42)

Writing in the 15.5 Tc 0.004 T 0.96 -0 331MC 61MC 61MC 61MC 61M56 -t TEMC /EMCID 37 BDC 0 Tc 0 T 6.554 0 Td(3)

Non-Sequential Requirements (13-15)

Digital Media Marketing Major (21)

Electives (14)

CR SEM GR

3 - -

3 - -

3 - -

3 - -

		CR	SEM	GR
MK 308	Consumer Behavior & Analytics ³	3	SP	_
MK 363	Brand Loyalty thru Digital Media ³	3	FA	_
MK 442	DMM Strategy & Analysis ³	3	SP	_
MK 47	DMM Internship ²	3	-	-
	Student-run experience ³	3	-	-

See Bulletin for list of approved Student-run ~~experiences~~ ³

Choose 3-6 credits of DMM Electives.

MK 307	IMC CamMo		3	
		3		
		3		
		3		
		3		
		3		

300/400 Electives (9-15)

¹ A grade of C- or better is required in this course.

² A grade of C+ or better is required in this course.

³ A grade of C or better is required in this course.

* Course is part of Tabor Core.