



NAME _____

ID # _____ MAJOR _____

ANTICIPATED DATE OF GRADUATION _____

Required (3 cr):

BUS 2230 Principles of Marketing

SEMESTER TAKEN

BUS majors complete (3 cr):

BUS 2035 Content Marketing

NON-BUS majors complete (3 cr):

BUS 3210 Advertising

Complete these three courses (9 cr):

1. BUS 3272 Social Media Marketing

2. COM 1410 Digital Photography I

3. ART 2221 Graphic Design I

Complete one of the following (3 cr):

1. BUS 3290 Sports Marketing

2. ACIS 3150 Web Design I

3. COM 1211 Intro to Video & Filmmaking

4. ART 3130/COM 3133 Motion Graphics/Animation

TOTAL CREDITS NEEDED: 18

Student Signature _____ Date _____

Business Advisor _____ Date _____

Business Chairperson _____ Date _____

Registrar Recorder _____ Date _____

Distribution : Student, Department, and Registrar
10/20