



MAJOR EVALUATION FORM  
**Digital Marketing Communication**

Name \_\_\_\_\_

eNumber \_\_\_\_\_

**Grades of C or better are required for the course to count for major.**

Elmhurst College is in the process of converting from course credits to semester hours. Please note this will not change the relative value of each class, only the way it is transcribed. 1.0 course credit = 4 semester hours

EC Course #	EC Course Title	Transfer Institution	Transfer Course #	Course Credit	Grade
<b>Required Courses</b>					
ART 113	Introduction to Art Software				
ART 325	Visual Communication				
BUS 230	Principles of Marketing				
BUS 334	Advertising and Integrated Marketing Campaigns				
BUS 337	Social Media Strategy (0.50 credit)				
BUS 338	Digital Marketing Strategy (0.50 credit)				
COM 219	Introduction to Public Relations				
COM 260	Media Writing				
COM 316	Communication Theory				
COM 490 or 498	Senior Seminar or Internship Capstone				
CS 315	Web Design and Development				
ENG 303	Business and Technical Writing				
<p><b>Choose TWO Elective Courses from ART 125, ART 216, ART 217, ART 218, ART 226, ART 316, BID 385, BUS 335, BUS 352, BUS 470, COM 315, COM 317, COM 321, COM 328, COM 419, COM 420, COM 468, DM 299, ENG 403</b></p>					

Notes:

Evaluator \_\_\_\_\_ Date \_\_\_\_\_ Update(s) \_\_\_\_\_

Date(s) Sent to Student \_\_\_\_\_