



MAJOR EVALUATION FORM
Digital Marketing Communication

Name _____

eNumber _____

1.0 course credit = 4 semester hours					
EU Course #	EU Course Title	Transfer Institution	Transfer Course #	Course Credit	Grade
Required Courses					
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 or COM 319	Business and Technical Writing or Business and Professional Communication				
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					

Notes:

Evaluator _____ Date _____ Update(s) _____