

Commerce is the broad system of organizations producing goods and services for their markets to satisfy their stakeholders.

## RECOMMENDED FOUR-YEAR PLAN

### First Year

<i>First Semester • 15-16 Credit Hours</i>	<i>Second Semester • 16 Credit Hours</i>
<b>ENG 111</b> English Composition (3)	<b>CMR 101</b> Introduction to Accounting I (3)
<b>CMR 111</b> Introduction to Management I (3)	<b>CMR 108</b> Introduction to Business Law (3)
<b>MPF IIA</b> Creative Arts (3)	<b>STA 261</b> Statistics (4)
<b>MPF IV</b> Natural Science (3-4)	<b>MPF IIB</b> Humanities (3)
<b>ELECTIVE</b> Elective (3)	<b>MPF III</b> Global Perspectives (3)

Freshmen are strongly encouraged to take UNV 101 their first semester.

### Second Year

<i>First Semester • 15 Credit Hours</i>	<i>Second Semester • 15 Credit Hours</i>
<b>CMR 105</b> Introduction to Marketing (3)	<b>CMR 282</b> Computer-based Business Analysis (3)
<b>CMR 207</b> Management Planning & Control (3)	<b>CMR 286</b> Digital Commerce (3)
<b>CMR 211</b> Economics for Commerce (3)	<b>MPF IV</b> Natural Science (3-4)
<b>MPF IIC</b> Social Science (3)	<b>MP-AW</b> Advanced Writing (3)
<b>ELECTIVE</b> Elective (3)	<b>ELECTIVE</b> Elective (3)

### Third Year

<i>First Semester • 15 Credit Hours</i>	<i>Second Semester • 15 Credit Hours</i>
<b>CMR 242</b> Management Small Business Operations (3)	<b>CMR 244</b> Intro to Global Business (3)
<b>CMR 302</b> Financial Information for Managers (3)	<b>IMS 392</b> Content Marketing (3)
<b>CMR 341</b> Internet Marketing (3)	<b>MPT</b> Thematic Sequence (3)
<b>MPT</b> Thematic Sequence (3)	<b>ELECTIVE</b> Elective (3)
<b>ELECTIVE</b> Elective (3)	<b>ELECTIVE</b> Elective (3)

### Fourth Year

<i>First Semester • 15 Credit Hours</i>	<i>Second Semester • 15 - 18 Credit Hours</i>
<b>CMR 449</b> Senior Practicum in Digital Commerce (3)	<b>CMR 495</b> Strategic Management for Commerce (3)
<b>IMS 414</b> Web & Social Media Analytics (3)	<b>MP-ExL</b> Experiential Learning ( <b>CMR 401</b> with SL designation recommended) (0-3)
<b>MP-IP</b> Intercultural Perspectives (3)	<b>MPT</b> Thematic Sequence (3)
<b>ELECTIVE</b> Elective (3)	<b>ELECTIVE</b> Elective (3)
<b>ELECTIVE</b> Elective (3)	<b>ELECTIVE</b> Elective (3)
	<b>ELECTIVE</b> Elective (3)

This planning sheet does not guarantee offer of classes in any given semester; please consult with an Advisor to schedule your classes appropriately. Your degree audit is your official program record.

## CAREER OPTIONS

Digital Commerce prepares students to develop marketing campaigns through digital channels and understand marketing metrics to adjust campaigns. Graduates can pursue a wide variety of careers ranging from but not limited to:

- Social Media Specialist
- Digital Marketing Manager or Coordinator
- Small Business Owner
- Digital Content Developer
- Entrepreneur
- Graduate studies in related fields

## GRADUATION REQUIREMENTS

Students must earn a minimum of 124 credit hours, achieve an overall GPA of 2.0 in order to qualify for graduation. Students should consult with their DAR and advisor to ensure degree requirements are met.

<http://bulletin.miamioh.edu/liberal-arts-applied-science/commerce-bs/>

## ELECTIVE COURSEWORK

This major has several elective courses. Electives provide an opportunity to explore other disciplines or interest areas. To make the most of your electives consider completing:

- A Minor
- An Internship
- Study Abroad
- A Co-Major or Second Major
- A Service Learning Experience
- A Career Related Experience

## CONTACT INFORMATION

### Department of Commerce

513-785-7706  
[commerce@MiamiOH.edu](mailto:commerce@MiamiOH.edu)  
[MiamiOH.edu/Regionals/CMR](http://MiamiOH.edu/Regionals/CMR)

### Office of Advising

513-727-3440  
[regadvising@MiamiOH.edu](mailto:regadvising@MiamiOH.edu)  
[MiamiOH.edu/Regionals/Advising](http://MiamiOH.edu/Regionals/Advising)

### Office of Admission

513-785-3111  
[MURAdmission@MiamiOH.edu](mailto:MURAdmission@MiamiOH.edu)  
[MiamiOH.edu/Regionals/Admission](http://MiamiOH.edu/Regionals/Admission)

### Career Services and Professional Development

513-785-3113 (MUH) | 513-217-3390 (MUM)  
[miamiregionalscareer@MiamiOH.edu](mailto:miamiregionalscareer@MiamiOH.edu)  
[MiamiOH.edu/Regionals/Careers](http://MiamiOH.edu/Regionals/Careers)

## ABBREVIATION KEY

MP-EL = Experiential Learning

MPF I = English Composition

MPF IIC = Social Science

MPF V = Mathematics, Formal Reasoning, Technology

MPT = Thematic Sequence

MP-AW = Advanced Writing

MPF = Global Miami Plan Foundation

MPF IIB = Humanities

MPF IV = Natural Science

MP-IP = Intercultural Perspectives

MPF IIA = Creative Arts

MPF III = Global Perspectives