

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>
ENG 111 English Composition (3)	CMR 101 Introduction to Accounting I (3)
CMR 111 Introduction to Management I (3)	CMR 108 Introduction to Business Law (3)
PA Creative Arts (3)	STA 261 Statistics (4)
PA Natural Science (3-4)	PA Humanities (3)
ELECTIVE Elective (3)	PA Global Citizenship (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>
CMR 105 Introduction to Marketing (3)	CMR 282 Computer-based Business Analysis (3)
CMR 207 Management Planning & Control (3)	CMR 286 Digital Commerce (3)
CMR 211 Economics for Commerce (3)	PA Natural Science (3-4)
PA Social Science (3)	PA Advanced Writing (3)
ELECTIVE Elective (3)	ELECTIVE Elective (3)

Third Year

<i>First Semester • 15 Credit Hours</i>	<i>Second Semester • 15 Credit Hours</i>
CMR 242 Management Small Business Operations (3)	CMR 244 Intro to Global Business (3)
CMR 302 Financial Information for Managers (3)	IMS 392 Content Marketing (3)
CMR 341 Internet Marketing (3)	SI Signature Inquiry or Elective (3)
PA Social Science (3)	ELECTIVE Elective (3)
ELECTIVE Elective (3)	ELECTIVE Elective (3)

Fourth Year

<i>First Semester • 15 Credit Hours</i>	<i>Second Semester • 15 - 18 Credit Hours</i>
CMR 449 Senior Practicum in Digital Commerce (3)	CMR 495 Strategic Management for Commerce (3)
IMS 414 Web & Social Media Analytics (3)	MP-ExL Experiential Learning (CMR 401 with SL designation recommended) (0-3)
PA Global Citizenship (3)	PA Global Citizenship (3)
ELECTIVE Elective (3)	SI Signature Inquiry or Elective (3)
ELECTIVE Elective (3)	ELECTIVE Elective (3)
	ELECTIVE 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

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