

BS: Commerce: Digital Commerce

The BS in Digital Commerce prepares students to develop marketing campaigns through digital channels and understand marketing metrics to adjust campaigns. Graduates often work in social media, as digital content creators or digital marketing and analysis.

Department of Commerce

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Career Services & Professional Development

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Plan Recommendation Chart

	Hours	Course Number or Related Information
Perspectives Area: Formal Reasoning and Communication	9	
Mathematics and Formal Reasoning	3	STA261 Statistics
English Composition	3	ENG111 English Composition (or ENG 109)
Advanced Writing	3	Choice
Perspectives Area: Science and Society	13+	
Social Sciences #1	3	Choice
Social Sciences #2	3	Choice
Natural Science #1	3	Choice
Lab	1+	Choice
Natural Science #2	3	Choice
Perspectives Area: Arts and Humanities	6	
Creative Arts	3	Choice
Humanities	3	Choice
Perspectives Area: Global Citizenship	12	
Diversity, Equity & Inclusion	3	Choice
Intercultural Consciousness	3	Choice
Global Inquiry	3	CMR244 Introduction to Global Business
Intercultural or Global	3	Choice – any Miami Plan Global Inquiry OR Intercultural Consciousness
Signature Inquiry	9	
Signature Inquiry #1	3	Choice
Signature Inquiry #2	3	Choice
Signature Inquiry #3	3	Choice
Knowledge in Action	3+	
Senior Capstone	3	CMR495 Strategic Management for Commerce
Experiential Learning	0+	CMR449 Senior Practicum in Digital Commerce

2024-25 Digital Commerce Plan of Study

Year One

Fall Semester	Hours	Spring Semester	Hours
ENG111 College Composition	3	CMR101 Introduction to Accounting	3
CMR111 Introduction to Management	3	CMR108 Introduction to Business Law	3
PA Creative Arts	3	STA261 Statistics	4
PA Natural Science	3-4	PA Humanities	3
ELECTIVE	3	PA Global Citizenship	3
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Total	16-17	Total	16

Year Two

Fall Semester	Hours	Spring Semester	Hours
CMR105 Introduction to Marketing	3	CMR242 Management Small Business Operations	3
CMR207 Management Planning & Control	3	CMR244 Intro to Global Business	3
CMR211 Economics for Commerce	3	CMR282 Computer-based Business Analysis	3
PA Social Science	3	PA Natural Science	3-4
ELECTIVE	3	ELECTIVE	3
Total	15	Total	15-16

Year Three

Fall Semester	Hours	Spring Semester	Hours
CMR302 Financial Information for Managers	3	CMR286 Digital Commerce	3
CMR341 Internet Marketing	3	IMS392 Content Marketing or CMR281 Digital Media & Organizational Communication	3
PA Advanced Writing	3	SI Signature Inquiry or ELECTIVE	3
PA Social Science	3	ELECTIVE	3
ELECTIVE	3	ELECTIVE	3
Total	15	Total	15

Year Four

Fall Semester	Hours	Spring Semester	Hours
IMS414 Web & Social Media Analytics or CMR285 Business Information Management	3	CMR449 Senior Practicum in Digital Commerce	3
CMR495 Strategic Management for Commerce	3	PA Global Citizenship	3
PA Global Citizenship	3	SI Signature Inquiry or ELECTIVE	3
ELECTIVE	3	SI Signature Inquiry or ELECTIVE	3
ELECTIVE	3	ELECTIVE	3
Total	15	Total	15

There is a minimum of 124 hours required to graduate

For advising questions, please contact your assigned advisor or Regional Academic Advising at regadvising@MiamiOH.edu or 513-727-3440



COLLEGE OF LIBERAL ARTS
AND APPLIED SCIENCE