

B.A. Digital Media Management

120 Credits

✓	Course	Title	Credits	Prerequisites
*Remedial Courses				
	MATH003	Intermediate Algebra	**3	None
	ENG050	Grammar and Composition	**3	None
First Term				
	DMM110	Beta Business From the Ground Up 1	3	None
	DMM120	Communicating for Success	3	None
	MATH115	College Algebra and Trigonometry	3	Placement Test or MATH003
	ENG100	English Composition	3	Placement Test or ENG050
	Elective	Advisor Approved course	3	As Required
Second Term				
	DMM125	Cover Your Assets	3	None
	DMM130	Digital Media Creativity	3	None
	Elective	Advisor Approved Course	3	As Required
	General Education Course	Please see General Education	3	As Required
	General Education Course	Please see General Education	3	As Required
Third Term				
	DMM141	Digital Media Marketing	3	None
	DMM150	Digital Media Forecasting	3	MATH115
	Elective	Advisor Approved Course	3	As Required
	General Education Course	Please see General Education	3	As Required
	General Education Course	Please see General Education	3	As Required
Fourth Term				
	DMM210	Digital Media Business Models 2	3	DMM110
	DMM230	Business Development and Negotiation	3	DMM110 or DMM120
	Elective	Advisor Approved Course	3	As Required
	Elective	Advisor Approved Course	3	As Required
	General Education Course	Please see General Education	3	As Required

*** Remedial classes are required when a placement test is not passed.**

**** Remedial class credits are not counted towards earning a degree.**

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Fifth Term				
	DMM241	Consumer and Market Behavior	3	MATH115 and DMM141
	DMM270	Project Management	3	None
	Elective	Advisor Approved Course	3	As Required
	General Education Course	Please see General Education	3	As Required
	General Education Course	Please see General Education	3	As Required
Sixth Term				
	DMM250	Financial Models and Management 1	3	MATH115 and DMM110
	DMM260	Team-Building and Collaboration	3	DMM110
	DMM340	Social Media, Engagement and Analytics	3	DMM110 or DMM141
	General Education Course	Please see General Education	3	As Required
	General Education Course	Please see General Education	3	As Required
Seventh Term				
	DMM365	Ethics, Development and Responsibility Management	3	DMM260 or DMM270
	DMM430	Digital Media Design Lab	3	DMM230, DMM260 or DMM270
	DAA476 or DAA482 or DAT483 or GAM475	Animated Film Production or Game Studio 1 or DAT Collaborative Project or Game Studio 1	3	Entrance by Portfolio or Advisor Approval
	General Education Course	Please see General Education	3	As Required
	General Education Course	Please see General Education	3	As Required
Eighth Term				
	DMM440	Business Storytelling and Brand Development	3	ENG100, DMM120 and DMM141
	DMM450	Digital Media Operations	3	DMM110
	DAA476 or DAA488 or DAT483 or GAM476	Animated Film Production or Game Studio 1 or DAT Collaborative Project or Game Studio 1	3	Entrance by Portfolio or Advisor Approval
	General Education Course	Please see General Education	3	As Required
	General Education Course	Please see General Education	3	As Required

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