

Student: _____
 ID #: _____ Major: _____



The 4 Cs Core Curriculum Guide

Credits required: 30-36 credits

Academic Year 2026-2027

| Requirements within each of the 4 Cs | Met | Credits | Gr | Cr | Tm |
|--|--------------------------|---------|----|----|----|
| COMPETENCY (9-15 credits) | <input type="checkbox"/> | | | | |
| FYS 100 - First Year Seminar (waived for Transfer students with 15 cr.) | | 3 | | | |
| ENG 110 - Introduction to College Writing (can be met by transfer or higher placement) | | 3 | | | |
| | | | | | |
| ENG 120 - College Research Writing | | 3 | | | |
| COM 105 - Professional Presentations | | 3 | | | |
| Mathematics - MAT 104 or above (3 credits) | | 3 | | | |
| COMMUNITY AND COMPASSION (15 credits – 3 credits/group) | <input type="checkbox"/> | | | | |
| See My Mount Mary Scheduling tools for category course list. | <input type="checkbox"/> | | | | |
| Artistic Inquiry (ai) | | 3 | | | |
| Human Connection (hc) | | 3 | | | |
| Civic Engagement (ce) | | 3 | | | |
| Scientific Inquiry (si) | | 3 | | | |
| Global Perspectives (gp) | | 3 | | | |
| GP includes a world language requirement: Met / Unmet | | | | | |
| COMMITMENT (6 credits) | <input type="checkbox"/> | | | | |
| BUS 205 - Personal Finance | | 3 | | | |
| Theology - Any core Theology course (3 credits) | | 3 | | | |
| OTHER GRADUATION REQUIREMENTS (Additional information in the University catalog.) | <input type="checkbox"/> | | | | |
| 120 total credits required for graduation unless an accelerated program | | | | | |
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Student: _____
 ID #: _____ Major: _____



DIGITAL MARKETING

MAJOR

Credits required: 42

Academic Year 2026-2027

Note: 2.5 GPA for courses in the major, internship. Students are strongly encouraged to select a minor in Public Relations, Business Administration, Web Design and Development, Writing for New Media, Psychology or Entrepreneurship. Minors must have 9 unique credits. Students double majoring in Digital Marketing and Public Relations must earn a separate set of 24 credits for each major.

| Course Code | Course Title | Credits | Gr | Cr | Tm |
|-------------|---|---------|----|----|----|
| BUS 109 | Data and Digital Literacy | 3 | | | |
| COM 150 | Introduction to Digital Marketing | 3 | | | |
| COM 201 | Career Navigation Digital Marketing | 3 | | | |
| COM 270 | Integrated Marketing Communications | 3 | | | |
| COM 280 | Going Viral and Growth Hacking | 3 | | | |
| COM 295 | Lifecycle & Email Marketing | 3 | | | |
| COM 340 | Social Media Marketing | 3 | | | |
| COM 343 | Persuasive Communication | 3 | | | |
| COM 430 | Digital Marketing Analytics | 3 | | | |
| COM 492 | Digital Marketing Capstone | 3 | | | |
| COM 498 | Internship | 3 | | | |
| ENG 419 | Technical and Business Communication | 3 | | | |
| | | | | | |
| | Electives - choose 2 courses from the following: | | | | |
| BUS 260 | Introduction to Entrepreneurship | 3 | | | |
| BUS 340 | Consumer Behavior | 3 | | | |
| COM 235 | Intercultural Communication | 3 | | | |
| COM 285 | Video Production I | 3 | | | |
| COM 350 | Global Marketing | 3 | | | |
| COM 420 | Brand Strategy | 3 | | | |
| ITS 201 | Foundations of Data Analytics I | 3 | | | |
| ITS 202 | Foundations of Data Analytics II | 3 | | | |
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