

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

## RECOMMENDED FOUR-YEAR PLAN

First Semester • 15-16 Credit Hours	Second Semester • 16 Credit Hours
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)
MPF IIA Creative Arts (3)	STA 261 Statistics (4)
MPF IV Natural Science (3-4)	MPF IIB Humanities (3)
ELECTIVE Elective (3)	MPF III Global Perspectives (3)

### Second Year

First Semester • 15 Credit Hours	Second Semester • 15 Credit Hours
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)	MPF IV Natural Science (3-4)
MPF IIC Social Science (3)	MP-AW Advanced Writing (3)
ELECTIVE Elective (3)	ELECTIVE Elective (3)

### Third Year




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
- \*UGX DWH VWXGLHV LQ UHODWHG ¿HO

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/>

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

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- 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