University of Indianapolis – School for Adult Learning
Curriculum Guide for Digital Media Management
Bachelor of Science

Return to Learning (New Student Experience) (3 credits)
SAL 101 Return to Learning (3) (Must be taken the first semester enrolled in SAL.)

English Composition (3 credits)
ENGL 101 English Composition (3)
(Must demonstrate competency by taking the English Placement Exam or taking ENGL 100 prior to enrollment. A grade of C or higher is required to fulfill degree requirement. Competency may also be demonstrated through transfer credit from an approved university.)

Literature (3 credits)
ENGL 102 Western World Literature and Composition (3)
(Must have earned a C or better in ENGL 101)

History (3 credits)
HIST 201 World History to 1700 (3)
HIST 202 World History Since 1700 (3)
HIST 217 United States History to 1865 (3)
HIST 218 United States History Since 1865 (3)

Natural Science (3-4 credits)
BIOL 245 Ornithology (4)
ESCI 150 Physical Geography (3)
ENSC 101 Environmental Science (4)

Social Science (3 credits)
SOC 103 Social Problems (3)

Religion (3 credits)
REL 100 Christianity (3)
REL 200 Old Testament Life and Literature (3)
REL 210 New Testament Life and Literature (3)
REL 300 World Religions (3)
REL 310 Christian Ethics (3)

Philosophy and Ethics (3 credits)
PHIL 101 Introduction to Philosophy (3)
PHIL 110 Critical Thinking (3)
PHIL 201 Ethics (3)
PHIL 260 Asian Philosophy (3)

Fine Arts-Theory (2-3 credits)
ART 102 Introduction to Studio Art (3)
ENGL 270 Introduction to Creative Writing (3)
MUS 210 Music in World Culture (3)
MUS 112 Introduction to Jazz (2)
MUS 110 Introduction to Music (2)
THE 110 Introduction to Theatre (2)

Fine Arts-Applied (2-3 credits)
ART 100 Art Experience (2)
ART 101 Introduction to Computers for Artists (3)
ART 120 Fundamentals of Two-Dimensional Design (3)
ART 130 Beginning Drawing (3)
ART 140 Fundamentals of Three-Dimensional Design (3)
ART 150 Beginning Oil Painting (3)
ART 220 Ceramics – Hand Building (3)
ART 230 Ceramics – The Potter’s Wheel (3)
ART 261 Digital Photography (3)
ENGL 270 Introduction to Creative Writing (3)

Global/Local-Theoretical (3 credits)
ANTH 200 Global Problems (3)
GERO 301 Interdisciplinary Perspectives on Aging (3)
IBUS 201 International Business (3)
IREL 100 World Regional Geography (3)
I REL 101 Introduction to International Relations (3)
MUS 210 Music and World Culture (3)
SOC 200 The Family: A Global Perspective (3)
**Global/Local- Experiential (3 credits)**

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<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>EXD 101</td>
<td>Introduction to Experience Design</td>
<td>3</td>
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**Computer Literacy (3 credits)**

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<thead>
<tr>
<th>Course Code</th>
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<th>Credits</th>
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<tbody>
<tr>
<td>COMP 150</td>
<td>Microcomputer Applications</td>
<td>3</td>
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**Modern Language (4 credits)**

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<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>SPAN 101</td>
<td>Spanish Language and Culture I</td>
<td>4</td>
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</tbody>
</table>

(Students may demonstrate competency through level 101 with any approved Modern Foreign Language course.)

**Mathematics (3 credits)**

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<tr>
<th>Course Code</th>
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<th>Credits</th>
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<tbody>
<tr>
<td>MATH 108</td>
<td>Discovery in Mathematics</td>
<td>3</td>
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(Must demonstrate math competency by taking Math Placement exam or successfully passing Topics in Math (non-credit). Consult with an Accelerated Program advisor for more information. Competency may also be demonstrated through transfer credit from an approved university.)

**Communication (3 credits)**

<table>
<thead>
<tr>
<th>Course Code</th>
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<th>Credits</th>
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<tbody>
<tr>
<td>COMM 100</td>
<td>Public Speaking</td>
<td>3</td>
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<tr>
<td>BADM 231</td>
<td>Business Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM200</td>
<td>Business and Professional Communication</td>
<td>3</td>
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**Required Support Coursework (3 credits)**

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<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>MKTG290</td>
<td>Introduction to Marketing</td>
<td>3</td>
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(Must be taken before beginning the DMM courses)

**Required Major Coursework (30 credits)**

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<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>DMM110*</td>
<td>Intro to Digital Media Mktg and Applications</td>
<td>3</td>
</tr>
<tr>
<td>DMM210</td>
<td>Digital Journalism and Communication</td>
<td>3</td>
</tr>
<tr>
<td>DMM230</td>
<td>Online Interpersonal Communications</td>
<td>3</td>
</tr>
<tr>
<td>DMM320</td>
<td>Social Customer Relationship Management (CRM) in Digital Media</td>
<td>3</td>
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<tr>
<td>DMM404</td>
<td>Copyright Law, Legal Issues, Ethics and Etiquette in Digital Media</td>
<td>3</td>
</tr>
<tr>
<td>DMM140</td>
<td>History of Social and Digital Media</td>
<td>3</td>
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<tr>
<td>DMM220</td>
<td>Social Listening and Reputation Management</td>
<td>3</td>
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<tr>
<td>DMM310</td>
<td>Content Management and Content Management Systems</td>
<td>3</td>
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<td>DMM330</td>
<td>Market Research, Metrics, Analytics, and Measurement</td>
<td>3</td>
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<tr>
<td>DMM410</td>
<td>Excellence in Digital Media Management</td>
<td>3</td>
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* MKTG290 is mandatory before the DMM sequence can be started. All courses must be taken in a sequential format.

**Electives (40-43 credits)**

Elective courses are chosen in consultation with an academic advisor. The elective component can be fulfilled by any college-level course offered at the University of Indianapolis or accepted in transfer from an accredited college or university. Students may use these elective hours to complete additional majors, minors, concentrations or certificate programs.

Notes:

1. A student ID and university e-mail account are mandatory prior to enrollment in COMP150 Microcomputer Applications and all courses that use the university intranet or learning management system for class assignments.
2. The Bachelor of Science in Digital Media Management requires a minimum of 120 credit hours, with 33 hours in the major.
3. A grade of C- (1.7 on a 4.0 scale) or higher is required in all courses applying toward the Digital Media Management Major, including the support course. Students must earn a C- or above in each course to continue the sequence.
4. The orientation course, SAL-101: Return to Learning (3 credit), is required of all new students and must be taken the first semester of enrollment.
5. Student must maintain a cumulative GPA of 2.5 or higher in all accelerated courses to remain in the accelerated program.
6. To see the complete list of courses that satisfy the general education core, please refer to the Academic Catalog.

If you have any questions about the degrees offered in the School for Adult Learning, please contact an Academic Advisor at (317)-788-3393 or sal@uindy.edu. Courses and requirements sometimes change, so keep in contact with your advisor.