

BIS Concentrations: Strategic Communication & Applied Digital Marketing

Course Rotation Guide

* Subject to change

STRATEGIC COMMUNICATION CONCENTRATION				
FALL 1 ROTATION: A	FALL 2 ROTATION: B	SPRING 1 ROTATION: A	SPRING 2 ROTATION: B	SUMMER ROTATION: A & B
DDSN 1000 Dig. Design Found. for Non-Maj./Min.	MDES 2200 Principles of Public Relations	DDSN 1000 Dig. Design Found. for Non-Maj./Min.	MDES 2200 Principles of Public Relations	DDSN 1000 Dig. Design Found. for Non-Maj./Min.
MDES 1120 Media Writing	MDES 2300 Digital Marketing Principles	MDES 1120 Media Writing	MDES 2300 Digital Marketing Principles	MDES 1120 Media Writing
				MDES 2200 Principles of Public Relations
				MDES 2300 Digital Marketing Principles

Courses are offered in an A/B course rotation.

APPLIED DIGITAL MARKETING CONCENTRATION				
FALL 1	FALL 2	SPRING 1	SPRING 2	SUMMER
	MDES 2300 Digital Marketing Principles		MDES 2300 Digital Marketing Principles	MDES 2300 Digital Marketing Principles
	MDES 3300 Creating Digital Content <i>*Beginning Fall 2, 2027</i>			
		MDES 3310 Digital Media Analytics & Reporting <i>*Beginning Spring 1, 2028</i>		
			MDES 3450 Digital Marketing Campaigns <i>*Beginning Spring 2, 2028</i>	

FALL 1 = 8 week Fall semester (first 8 weeks)

FALL 2 = 8 week Fall semester (second 8 weeks)

SPRING 1 = 8 week Spring semester (first 8 weeks)

SPRING = 8 week Fall semester (second 8 weeks)

SUMMER = 8 week Summer semester

Course schedule is subject to change.