

# Minor in Digital Marketing

College of Business and Public Management

<b>Core Requirements</b> <sup>1</sup>		<b>9</b>
<a href="#">MKT 250</a>	Principles of Marketing	3
<a href="#">MKT 355</a>	Social Media Marketing	3
<a href="#">MKT 420</a>	Digital Marketing Strategy	3
<b>Electives</b> <sup>1,2</sup>		
Select three elective courses from the list		<b>9</b>
<a href="#">MIS 300</a>	Introduction to Management Information Systems	
<a href="#">MKT 350</a>	Advertising	
<a href="#">MKT 352</a>	Search Engine Marketing	
<a href="#">MKT 365</a>	Marketing Analytics	
<a href="#">MKT 368</a>	Customer Database Management	
<a href="#">MKT 370</a>	Marketing Technology	
<a href="#">MKT 443</a>	Digital Marketing Research and Consulting	
<b>Total Minimum Credits Required</b>		<b>18</b>

<sup>1</sup> A minimum grade of C must be earned in all courses.

<sup>2</sup> Elective course credits taken to satisfy the Digital Marketing Minor requirements cannot be used to satisfy the Marketing Major requirements.