

MINOR IN DIGITAL MARKETING

College of Business and Public Management

Curriculum

Students must complete a minimum of six credits of advanced standing coursework in their minor.*

Code	Title	Credits
Core Requirements ¹		9
MKT 250	Principles of Marketing	3
MKT 355	Social Media Marketing	3
MKT 420	Digital Marketing Strategy	3
Electives ^{1, 2}		9
Select three elective courses from the list:		
MIS 300	Introduction to Management Information Systems	3
MKT 348	Multimedia Presentation and Showcasing	3
MKT 350	Advertising	3
MKT 351	Campaign and Event Marketing	3
MKT 352	Search Engine Marketing	3
MKT 353	Branding	3
MKT 356	Influencer Marketing	3
MKT 365	Marketing Analytics	3
MKT 368	Customer Database Management	3
MKT 369	Artificial Intelligence for Business	3
MKT 370	Marketing Technology	3
MKT 371	E-Commerce and Platforms	3
MKT 443	Digital Marketing Research and Consulting	3
Total Minimum Credits Required		18

¹ Minimum grade of C must be earned in all courses.

² Elective course credits taken to satisfy the Digital Marketing Minor requirements cannot be used to satisfy the Marketing major requirements.

*Advanced standing coursework is defined as any 300-level course or above and specific 200-level courses identified by the department.