

DIGITAL MARKETING MINOR

Program Requirements

Digital marketing is the present and future of marketing. Students with digital marketing knowledge and skills are well-positioned to succeed in modern marketing and e-commerce careers. The minor is designed to develop skills in content marketing, social media marketing, search engine optimization, web analytics, mobile marketing, app development, and more. This minor pairs particularly well with business concentrations in marketing, MIS, and entrepreneurship. Students majoring in fields such as integrated media, public relations, communications, computer science, journalism, English, art, and psychology might also find the minor helpful in their professional pursuits.

Code	Title	Hours
Lower Division		
BMIS 245	Technical Foundations of Digital Marketing	3
MKTG 310	Principles of Marketing	3
BMIS 443	Techniques for Web and Mobile-based Business	3
MKTG 402	Marketing Communications	3
MKTG 410	Digital Marketing	3
Select one of the following:		3
MKTG 330	Marketing Research	
MKTG 420	Data Visualization	
MKTG 421	Business Analytics	
INMD 360	Media Law	3
or BMIS 331	Problem Solving and Program Techniques	
Select one of the following:		3
MKTG 318	Social Media Marketing	
MKTG 319	Content Marketing	
MKTG 411	Digital Advertising	
Total Hours		24

Note: All upper division MKTG courses require a prerequisite of MKTG 310 Principles of Marketing.