

DIGITAL MARKETING FOR BUSINESS MAJORS / MINOR

Requirements

Minor Credit Hours: 12

Minor Requirements

Code	Title	Hours
Required Course		
MKTG 30500	Introduction to Digital Marketing	3
Select one of the following:		3
MKTG 30000	Consumer Behavior	
MKTG 38900	Design Thinking	
MKTG 40200	Public Relations	
MKTG 46500	Marketing Research	
MKTG 47000	Marketing Strategy	
Select two of the following:		6
ARTS 23100	Introduction to Graphic Design	
BSAN 45500	Web Analytics	
COMM 38200	Web Design	
MKTG 37600	Digital Marketing Strategy	
Total Hours		12