

# DIGITAL MARKETING FOR NON-BUSINESS MAJORS / MINOR

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## Requirements

Minor Credit Hours: 15

## Minor Requirements

Code	Title	Hours
<b>Required Courses</b>		
MKTG 20000	Principles of Marketing	3
MKTG 30500	Introduction to Digital Marketing	3
Select two of the following:		6
MKTG 37600	Digital Marketing Strategy	
COMM 38200	Web Design	
ARTS 23100	Introduction to Graphic Design	
BSAN 45500	Web Analytics	
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	
<b>Total Hours</b>		<b>15</b>