

DIGITAL MARKETING, MINOR

The Digital Marketing Minor program prepares students to address the issues and challenges of developing and implementing social media strategies across market sectors. The minor program's focus is on using social media for business and leveraging social media from a marketing perspective to effectively connect with consumers and build strong brands on the social web.

Code	Title	Credits
MKTG 231	Principles of Marketing	3
MKTG 332	Integrated Marketing Communication	3
MKTG 333	Digital Marketing	3
MKTG 361	Customer Relationship Marketing	3
or MKTG 340	Visual Communications for Integrated Marketing Communications	
MKTG 350	Social Media Marketing	3
MKTG 422	E-commerce	3
Total Credits		18