

Degree: Minor

College: Science, Technology, and Business

Minor: Digital Marketing

Minor Code: DMKT

Minor Requirements

Required Business Core Courses: (9 Credits)
☐ BSAD 1000 Introduction to Business
☐ MKTG 3000 Principles of Marketing
☐ ECON 1000 Elements of Economics
Required Courses: (9 Credits)
☐ MKTG 3800 Social Media Marketing
☐ MKTG 4680 Digital Retailing
☐ MKTG 4910 Digital Marketing and Analytics
Elective Courses: (3 Credits)
☐ Select one MKTG course 3000 or higher

Created: 7/1/2024

Credits Required: 21