

2018-2019
DIGITAL MARKETING MINOR



THE MINOR (21 credits)

Courses in a minor do not "double-count" with a major field of study or another minor field of study unless the course is considered a requirement for both programs.

MKT 2150	Marketing Principles	3
@ MKT 3270	Consumer Behavior	3
ISM 2700	HTML and Web Development	3
MKT 4200	Advanced Digital Marketing	3
MKT 2500	Digital/Internet Marketing	3
MKT 3000	Social Community & Content Marketing	3
MKT 2600	Online Advertising & Email Marketing	3

TOTAL CREDITS TO GRADUATE: 120 (12 APLs)

To receive a degree, each student must satisfy checklist requirements, earn 120 credit hours, fulfill 12 credits of Applied Learning, have a 2.2 GPA in major courses, and a GPA of 2.0 overall. It is the student's responsibility to work with his/her advisor and monitor progress toward these goals. Some majors and/or minors may have more stringent guidelines.

It is strongly encouraged that a minimum of 6 Applied Learning credits be earned in experiential education taking place outside the traditional classroom setting.

† Indicates a course taught by a partner college/university.
@ Indicates a course with prerequisites. Please review catalog for prereqs.