2019-2020
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 2500 Digital/Internet Marketing 3
- @ MKT 2600 Online Advertising & Email Marketing 3
- ISM 2700 HTML and Web Development 3
- @ MKT 3000 Social Community & Content Marketing 3
- @ MKT 3270 Consumer Behavior 3
- @ MKT 4200 Advanced Digital Marketing 3

GRADUATION REQUIREMENTS: 120 (12 APLs)

To receive a degree, each student must satisfy checksheet 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 prerequisites.