DIGITAL MARKETING, MINOR

The Digital Marketing minor allows students from all majors to specialize in a high growth field. This specialized training prepares students for a career in Digital Marketing. The professional field of Digital Marketing provides students with a variety of lucrative job opportunities. A large number of jobs in the US require digital marketing and this number is expected to grow in the future.

Program Requirements

Code	Title	Credit Hours
Take one of the following:		**3**
MKTG 3302	Consumer Behavior	
CMS 3550	Introduction to Advertising	
CMS 3560	Introduction to Public Relatio	
Required Courses		**12**
MKTG 3101	Principles of Marketing	
MKTG 4110	Introduction to Digital Market	
MKTG 4111	Advanced Digital Marketing	
MKTG 4112	Social Media Marketing	
Total Credit Hours		**15**