

**2023-2024**  
**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                 | <b>3</b> |
| MKT 2500   | Digital/Internet Marketing           | <b>3</b> |
| @ MKT 2600 | Online Advertising & Email Marketing | <b>3</b> |
| ISM 2700   | HTML and Web Development             | <b>3</b> |
| @ MKT 3000 | Social Community & Content Marketing | <b>3</b> |
| @ MKT 3270 | Consumer Behavior                    | <b>3</b> |
| @ MKT 4200 | Advanced Digital Marketing           | <b>3</b> |

**GRADUATION REQUIREMENTS:**

To receive a degree, each student must satisfy checklist requirements, earn 120 credit hours, 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.

*† Indicates a course taught by a partner college/university.*

*@ Indicates a course with prerequisites. Please review catalog for prerequisites.*