

# DIGITAL MARKETING, MINOR

This 18-credit minor challenges students to take an in-depth look at today's constantly evolving world of social media and how theories can be applied to target and attract online communities and spread messaging to a new group of customers. The minor combines social media theories and practice with traditional marketing strategies to provide students with knowledge and skills for today's new user-drive marketplace while also teaching students the essential skills of writing for online media, e-commerce, communications, and graphic design.

## Minor Sequence

Up to two three-credit courses (six credits total) may double-count for a student's major, other minor, or general education requirements and the digital marketing minor. The minor has 12 credits of required courses and 6 credits of elective courses.

Code	Title	Credits
<b>Required Courses</b>		
MK146	Introduction to Digital Marketing	3.0
MK241	Principles of Marketing	3.0
MK246	Social Media Marketing	3.0
MK266	Going Viral & Growth Hacking	3.0
<b>Elective Courses</b>		
Select two of the following, at least one of which must be a CM course:		6.0
CM200	Visual Communication	
CM205	Transmedia Storytelling	
CM209	Introduction to Public Relations	
CM/EN210	Writing for the Mass Media	
CM302	Mass Media & Social Issues	
CM/EN309	Public Relations Writing	
GD113	Computer Graphics	
GD322	Web Design	
GD422	Creative Web & Interaction Design	
MK100	Career Exploration in Digital Marketing	
MK356	Lifecycle & Email Marketing	
MK446	Digital Mktg Analytics & Experimentation	
MK456	Growth & Multi-Channel Marketing	
<b>Total Credits</b>		<b>18.0</b>