

DIGITAL MARKETING MINOR

The digital marketing minor exposes students to the evolving digital marketing environment with an introduction to both online marketing and information technology. Taking courses in both the Lubin School of Business and the Seidenberg School of Computer Science and Information Systems, students can tailor their degree to their specialized interests in visual analytics, web authoring, cybersecurity, design thinking and/or emerging technologies. The digital marketing minor requires 9 credits in marketing and/or information systems covering topics such as search engine optimization, social media, mobile technologies, data science, visual analytics and ecommerce.

Minor Requirements

Code	Title	Credits
Required Courses		
MAR 201	Principles of Marketing	3
MAR 375	Social Media in Marketing	3
MAR 349	Strategic Internet Marketing	3
Select two of the following:		6-8
MAR 368	Visual Analytics	
MAR 221	Fundamentals of Advertising and Promotion	
MAR 349	Strategic Internet Marketing	
CIT 231	Web Authoring and Digital Media	
CIT 221	Global Networking Technology	
CIT 241	Database Management	
CIT 251	Computer Security Overview	
CIS 102Y	Topics: Design Thinking and Innovation	
Total Credits		15-17