

# DIGITAL MARKETING MINOR

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## Minor Requirements

| Code                         | Title                                     | Credits      |
|------------------------------|---|--------------|
| <b>Required Courses</b>      |   |              |
| 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    |              |
| <b>Total Credits</b>         |   | <b>15-17</b> |