

# DIGITAL MARKETING MINOR

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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.