

Degree: Minor College: Science, Technology, and Business Minor: Digital Marketing Minor Code: DMKT

Minor Requirements

Required Business Core Courses: (9 Credits)

- □ BSAD 1000 Introduction to Business
- $\hfill\square$ MKTG 3000 Principles of Marketing
- □ ECON 1000 Elements of Economics

Required Courses: (9 Credits)

- MKTG 3800 Social Media Marketing
- □ MKTG 4680 Digital Retailing
- □ MKTG 4910 Digital Marketing and Analytics

Elective Courses: (3 Credits)

□ Select one MKTG course 3000 or higher