

Minor in Advertising and Promotions

Requirements for the Minor in Digital Marketing

Code	Title	Hours
Required Courses		
MKTG 3080	Content Marketing	3
MKTG 4010	Digital Marketing	3
MKTG 4020	Social Media Marketing	3
MKTG 4810	Special Topics in Marketing	3
Electives--select 6 hours from the following:		6
CS 1020	Website Design and Development	
CS 3700	Introduction to E-Commerce	
ART 3091	Graphic Design I	
ART 3072	Digital Photography	
MDIA 2000	Introduction to Mass Media	
MKTG 4000	Advertising and Integrated Brand Promotion	
MKTG 4050	Creative Branding Strategy	
Total hours		18