

# MARKETING MANAGEMENT MINOR

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A digital marketing minor gives students the skills to work in the marketing field, using email marketing, social media marketing, and search engine optimization. This is an excellent minor to pursue as an entrepreneur or business manager.

| Code   | Title  | Credits   |
|--|--|-----------|
| <b>Required</b>                              |  |           |
| MAR 301                                      | Principles of Marketing  | 4         |
| <b>6 credits from the following courses:</b> |  | <b>6</b>  |
| MAN 301                                      | Organizational Behavior (4)                                      |           |
| MAN 120                                      | Business Fundamentals and Entrepreneurship (2)                   |           |
| MAN 204                                      | Legal Environment of Business (2)                                |           |
| ACC 384                                      | Applied Accounting and Finance (4)                               |           |
| or ACC 201                                   | Principles of Financial Accounting (4)                           |           |
| MKM 498                                      | Internship (4)   |           |
| <b>9 credits from the following courses:</b> |  | <b>9</b>  |
| DMCX 300                                     | Social Media Marketing (3)                                       |           |
| DMCX 350                                     | Email Marketing (3)  |           |
| DMCX 400                                     | Search Engine Optimization/Search Engine Marketing (SEO/SEM) (3) |           |
| DMCX 425                                     | Marketing Analytics (3)  |           |
| <b>Total Credits</b>                         |  | <b>19</b> |