

DIGITAL MARKETING MINOR

Code	Title	Credits
Required		
MAR 301	Principles of Marketing	4
Select 4 credits of the following:		4
ECO 104	Microeconomics (3)	
FIN 301	Corporate Finance I (4)	
MAN 301	Organizational Behavior (4)	
MAN 302	Operations and Quality Management (2)	
SLS 300	The Business Aspects of Professional Selling (4)	
SLS 400	The People Aspects of Professional Selling (4)	
Select 12 credits from the following:		12
ART 282	Graphic Design I (3)	
DMCX 300	Social Media Marketing (3)	
DMCX 350	Email Marketing (3)	
DMCX 400	Search Engine Optimization/Search Engine Marketing (SEO/SEM) (3)	
MAR 312	Consumer Behavior (4)	
MAR 413	Marketing Research (4)	
MAR 471	Global Marketing (2)	
MAR 498	Marketing Internship (4)	
Total Credits		20