

# 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>