

DIGITAL MARKETING (MINOR)

Students majoring outside the Driehaus College of Business may minor in Digital Marketing. Digital Marketing knowledge is complementary for students in majors where they will be working in marketing departments or need to have an understanding of how Digital Marketing works. Given Digital Marketing intersects skill-sets of analytics, content creation, marketing, and technology, Digital Marketing as a minor is of great value to students who need to understand the business side of marketing to be competitive and stand out in the market. There is current demand among other concentrations being Computer Science, CDM, Public Relations, Communication, Entrepreneurship, and Hospitality.

Course Requirements

A non-Driehaus student minoring in Digital Marketing is required to complete the following courses totaling at least 20.0 hours:

Course	Title	Quarter Hours
MKT 301	PRINCIPLES OF MARKETING	4
MKT 321	SOCIAL MEDIA MARKETING	4
MKT 322	SEARCH ENGINE MARKETING & ANALYTICS	4
MKT 395	DIGITAL MARKETING ANALYTICS AND PLANNING ¹	4
MKT 396	MOBILE MARKETING	4

¹ Recommended: take MKT 395 for first Digital Marketing course.

Graduation Requirements

All Marketing (MKT) courses and any courses used toward the Digital Marketing minor must be completed with a minimum grade of C- and with a combined GPA of 2.000 or higher.