

Digital Marketing Minor

Minor requires 12 semester hours

Required Courses (6 semester hours required)

MKT 569	Interactive and Digital Marketing	3
MKT 572	Seminar in Marketing Research	3

Choose 2 courses (6 semester hours) from remaining list:

MKT 573	Internet Marketing	3
MKT 580	Marketing - Internship (Digital Marketing Internship Required)	0-4
MKT 575	Marketing Analytics in Digital Era	3
BUSA 516	Emerging Technologies and Business Innovations	3

Total Hours		12
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