

New Program Proposal

Minor in Digital Marketing Communications

This minor in Digital Marketing Communications is a 15-hour program designed to provide a focused, intensive study of the applications of digital and social media marketing communications, advertising and branding within organizations. This program serves marketing managers who want to understand a true integrated marketing and communication approach to sales, brand management, promotion, and consumer behavior.

To obtain this minor, students must successfully complete the following four “core” marketing courses.

Required Courses:		
MKTG 3700	Basic Marketing	3
MKTG 3720	Management Of Promotion	3
MKTG 3721	Introduction to Digital Marketing Strategies	3
MKTG 3722	Introduction to Social Media Marketing	3
Electives:		3
Choose one of the following courses:		
MKTG 3740	Marketing Analysis	
MKTG 3790	Digital and Social Media Lab (Internship)	
Total Hours		15

Rationale Adding a Minor in Digital Marketing Communications will provide students from other Colleges a more varied and widely sought experience in the field of Digital marketing.