

## Recommended Study Plan - Minor in Digital Marketing – As of Fall 2025

Fall		
<i>You need to complete the core course listed below:</i>		
<b>MKT 201</b>	Introduction to Marketing	3 cr.

Spring		
<i>You can select at least one of the two core courses listed below:</i>		
<b>MKT 312</b>	Digital Marketing	3 cr.
<b>MKT 332</b>	Social Media Marketing	3 cr.

Fall		
<i>You can select at least one of the two core courses listed below:</i>		
<b>MKT 312</b>	Digital Marketing	3 cr.
<b>MKT 332</b>	Social Media Marketing	3 cr.
<i>You can select at least one of the elective courses listed below:</i>		
<b>MKT 307</b>	Digital Consumer Behavior	3 cr.
<b>MKT 313</b>	Digital Marketing Analytics	3 cr..
<b>MKT 315</b>	Search Engine Optimization & Marketing	3 cr.
<b>MKT 330</b>	Artificial Intelligence in Marketing	3 cr.
<b>MKT 334</b>	Influencer Marketing and Content Creation	3 cr.
<b>ITM 303</b>	Digital Transformation for Business	3 cr.
<b>FEM 312</b>	Digital Entrepreneurship	3 cr.
<b>FND 251</b>	Digital Media	3 cr.
<b>JSC 222</b>	Digital Media Design	3 cr.

Spring		
<i>You can select at least two of the elective courses listed below:</i>		
<b>MKT 307</b>	Digital Consumer Behavior	3 cr.
<b>MKT 313</b>	Digital Marketing Analytics	3 cr.
<b>MKT 315</b>	Search Engine Optimization & Marketing	3 cr.
<b>MKT 330</b>	Artificial Intelligence in Marketing	3 cr.
<b>MKT 334</b>	Influencer Marketing and Content Creation	3 cr.
<b>ITM 303</b>	Digital Transformation for Business	3 cr.
<b>FEM 312</b>	Digital Entrepreneurship	3 cr.
<b>FND 251</b>	Digital Media	3 cr.
<b>JSC 222</b>	Digital Media Design	3 cr.

**For a Minor in Digital Marketing, students must complete a minimum of 18 credits, distributed as follows:**

- **Non-business students:** 9 core credits (*MKT 201 – Introduction to Marketing, MKT 312 – Digital Marketing, MKT 332 – Social Media Marketing*) + 9 elective credits
- **Business students<sup>1</sup>:** 6 core credits (*MKT 312 – Digital Marketing, MKT 332 – Social Media Marketing<sup>2</sup>*) + 9 elective<sup>3</sup> credits

1 A student majoring in Marketing cannot declare a Minor in Digital Marketing, but can enroll in the elective courses.

2 A business student needs to complete 15 credits to declare a Minor in Digital Marketing (as MKT 201 is a core course for all business students)

3 To fulfill the requirements of a minor, a student must complete at least nine additional elective credits related to the minor from outside their program of study.