

Recommended Study Plan - Minor in Digital Marketing – As of Spring 2026

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

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

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

Spring		
<i>You can select at least two of the elective courses listed below:</i>		
MKT 307	Digital Consumer Behavior	3 cr.
MKT 313	Digital Marketing Analytics	3 cr.
MKT 315	Search Engine Optimization & Marketing	3 cr.
MKT 330	Artificial Intelligence in Marketing	3 cr.
MKT 334	Influencer Marketing and Content Creation	3 cr.
ITM 303	Digital Transformation for Business	3 cr.
FEM 312	Digital Entrepreneurship	3 cr.
FND 251	Digital Media	3 cr.
JSC 222	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 credits electives
- **Business students:** 6 core credits (*MKT 312 – Digital Marketing, MKT 332 – Social Media Marketing*) + 9 credits electives
- **Business Marketing Students:** 3 core credits (*MKT 332 - Social Media Marketing*) + 6 elective credits

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

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.

Students are encouraged to learn more about the rules and procedures related to minors (Requirements for Degrees - Point E: Requirements for a Minor <https://catalog.lau.edu.lb/2024-2025/undergraduate/academic-rules-procedures.php>)