



## Digital Marketing Minor - 21 units (Available to Non-Business Majors)

### Restrictions:

1. All 200 level business courses require 24 credits and 2.0 GPA (except ECON 201 & 202)
2. All 300 and 400 level business courses require 60 credits and 2.0 GPA
3. A minimum of 2.25 GPA in the minor is required for graduation
4. A maximum of 2 transfer courses and a maximum of 3 units in special or independent study, correspondence, and internships will be allowed.
5. A maximum of 3 units from available MARKETNG 493 courses count toward the completion of the MARKETNG Minor.

### Required Courses (12 units)

Course No.	Course Name	Prerequisites
____ MARKETNG 311	Principles of Marketing	
____ MARKETNG 351	Introduction to Digital Marketing	MARKETNG 311
____ MARKETNG 352	Social Media and Content Marketing	MARKETNG 311
____ MARKETNG 353 (S)	Advanced Digital Marketing	MARKETNG 311 & 351

### Select (9 units) from the following:

Course No.	Course Name	Prerequisites
____ MARKETNG 312	Principles of Selling	COREQ: MARKETNG 311
____ MARKETNG 321	Marketing Research	MARKETNG 311
____ MARKETNG 337	Retail Management	MARKETNG 311
____ MARKETNG 350	Integrated Marketing Communications for Social Enterprise	MARKETNG 311
____ MARKETNG 360	Entrepreneurial Marketing	MARKETNG 311
____ MARKETNG 361	International Campaigns	MARKETNG 311
____ MARKETNG 370	Experiential Marketing	MARKETNG 311
____ MARKETNG 371	Sports Marketing	MARKETNG 311
____ MARKETNG 372	Services Marketing	MARKETNG 311
____ MARKETNG 400	Innovation and Technology Marketing	MARKETNG 311
____ MARKETNG 412	Business to Business Marketing	MARKETNG 311
____ MARKETNG 420	Consumer Behavior	MARKETNG 311
____ MARKETNG 431	Sales Management	MARKETNG 311
____ MARKETNG 442	Logistics	MARKETNG 311
____ MARKETNG 444	Omnichannel Marketing	MARKETNG 311
____ MARKETNG 445	Marketing Analytics and Artificial Intelligence	MARKETNG 311
____ MARKETNG 450	Sales Negotiation and Conflict Resolution	MARKETNG 311
____ MARKETNG 460	Entrepreneurial and Advanced Sales Techniques	MARKETNG 311 & 312
____ MARKETNG 493D	Internship in Marketing-Digital Marketing Emphasis	MARKETNG 311
____ MARKETNG 496	Special Studies	MARKETNG 311
____ MARKETNG 497	Exchange Study	
____ MARKETNG 498	Independent Study in Marketing	Senior Status
____ ITSCM 285	Business Web Application Design	