

DIGITAL MARKETING MINOR

Code	Title	Hours
BAN-3301	Descriptive Analytics and Visualization	3
MKT-2440	Intro to Digital Marketing	3
Choose three from the following:		9
LWP-2001	Introduction to Digital Publishing	
MKT-3788	Marketing Research and Analysis	
MKT-3881	Content Marketing for Businesses	
MKT-3888	Social Media Marketing for Businesses	
Total Hours		15