

Minor in Digital Marketing

Required courses

- Introduction to marketing
- Business statistics or any statistics course
- Business analytics
- Digital Marketing
- Social media marketing

Electives (choose one course)

- Marketing research
- Content marketing
- Customer relationship management
- Consumer behavior
- Introduction to management information system
- Integrated marketing communications
- Web design and tools (taught by Department of MIS)

*In case a required course has already been learnt in the major or in the GE component, students must take one substitute from the minor electives
Students who choose this minor must make sure that they accomplish at least 18 credit hours required for it*