

Digital Marketing Minor

Minor requires 12 semester hours

Required Courses (3 semester hours required)

MKT 569	Interactive and Digital Marketing	3
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Choose 3 courses (9 semester hours) from remaining list:

MKT 580	Marketing - Internship (Digital Marketing Internship Required)	0-4
MKT 540	Social Media Marketing	3
MKT 575	Search Engine Optimization	3
BUSA 516	Emerging Technologies and Business Innovations	3

Total Hours		12
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