

DIGITAL MARKETING & SALES MINOR

The Digital Marketing & Sales minor provides students with a foundation in digital marketing and sales and prepares graduates to work more effectively in a digitally connected world.

The minor complements non-business and business majors interested in launching a marketing, advertising, sales, public relations, or content creation career. The minor provides students with an understanding of successful search optimization techniques, professional selling strategies, and sales management knowledge. As part of the coursework, students will earn professional certifications to assist with managing appropriate digital communication tools to engage target markets. The 18 credit hours required for the Digital Marketing & Sales minor are:

Digital Marketing & Sales Minor		
ECON 201	Principles of Microeconomics	3
MRKT 321	Principles of Marketing	3
MRKT 371	Digital Marketing	3
MRKT 401	Advertising	3
MRKT 240	Introduction to Sales & Personal Selling	3
DMDS 202	Image Manipulation & Web Aesthetics	3
Total for Minor:		18

Digital Marketing Concentration

Students pursuing other BSBA majors can choose to add Digital Marketing as a concentration (12 credits). The concentration in Digital Marketing will prepare students to apply marketing principles to digital technology to improve business and marketing decision-making. Students will research, create, and execute a digital marketing campaign. Students will be skilled and market-ready through the completion of professional marketing certifications. The 12 credit hours required for a concentration in Digital Marketing are:

Digital Marketing Concentration		
MRKT 371	Digital Marketing	3
MRKT 401	Advertising	3
MRKT 402	Marketing Research	3
DMDS 202	Image Manipulation & Web Aesthetics	3
	Total for Concentration:	12