

DIGITAL MARKETING MINOR FOR NON-BUSINESS STUDENTS

The digital marketing minor requires:

- Basic business computer proficiency (e.g., BUAD 1020, CMPT 1100 or equivalent);
- MIME 2600 or ECON 1200, or equivalent,
- Meet all course prerequisites; and
- 15 credit hours from selected EBUS- and INFS-related courses.

A grade of "C" (2.00) or higher is required in all courses.

Code	Title	Hours
Required		
EBUS 3090	Doing Business Digitally ¹	3
INFS 3250	Business Data Analysis & Reporting ²	3
Electives		
Select 9 hours of the following:		9
INFS 3770	Introduction To Database Systems ¹	
EBUS 3180	Web Design and Data Analytics ¹	
INFS 3370	Business Data Communications ³	
MKTG 3260	Mobile Marketing ⁴	
MKTG 3280	Internet Marketing ⁵	
INFS 3980	Contemporary Topics	
BUAD 2020	Information Technology Management	
Total Hours		15

¹ Prerequisite: junior standing.

² Prerequisite: junior standing and BUAD 1020 or equivalent.

³ Prerequisite: BUAD 2020.

⁴ Prerequisite: BUAD 2080.

⁵ Prerequisite: BUAD 3010.