

DIGITAL MARKETING MINOR

Code	Title	Hours
Required Courses:		
MKTG 3280	Digital Marketing	3
or PSLS 3450	Sales Technologies and Strategies	
MKTG 3380	Digital Content Development	3
MKTG 3480	Digital Marketing Tools and Analytics	3
Required Business Core BUAD course will serve as the fourth course to meet minor requirements		3
Total Hours		12

- PLO 1: Ethics and Social Responsibility – Each student can analyze and resolve ethical issues in decision-making and recognize their impact on the larger community\\n
- PLO 2: Innovation and Creativity – Each student can examine problems, opportunities, relationships, and situations from different and unique perspectives and develop creative solutions.\\n
- PLO 3: Critical Thinking and Analysis – Each student can think critically to identify problems, research, analyze and make sound inferences from and use effective problem-solving and decision-making techniques.\\n
- PLO 4: Business Acumen – Each Student can identify, interpret, evaluate, and suggest solutions within the legal, global, financial, marketing, and operational dimensions of business\\n
- PLO 5: Technology – Each student can understand and utilize current and emerging technology to improve business competitiveness and personal productivity\\n
- PLO 6: Professionalism – Each student can demonstrate effective oral and written communication, interpersonal collaboration, responsibility, accountability and professional behavior\\n
- PLO 7: Leadership – Each student can practice reflective thinking to assess personal strengths and challenges and can formulate strategies for lifetime development of leadership competencies