

SOCIAL MEDIA & DIGITAL MARKETING, MINOR

Goals

The minor in Social Media and Digital Marketing is designed for business and non-business majors. The program provides students with crucial knowledge and skills to launch careers in this exciting and dynamic space. Through engaging, experiential classes, students will discover how to create digital brands, build customer profiles, develop content strategies, analyze digital interfaces, leverage big data for insights, and map customer journeys for impact and success.

Code	Title	Credits
MKG 181	Principles of Marketing	3
MKG 305	Integrated Marketing Communication	3
MKG 314	Topic: (Content Marketing)	3
MKG 381	Digital Marketing Tactics	3
MKG 382	Social Media Planning	3
MKG 383	Applied Digital Analytics	3
MKG 384	Content Marketing Principles	3