

DIGITAL MARKETING MINOR

2022-2023 Catalog

Name: _____

Bear Number: _____

Date: _____

Advisor: _____

The 21-hour Digital Marketing minor is for students interested in acquiring the latest knowledge, skills, and tools in areas of digital marketing such as e-commerce, user experience design, basic web development, social media management, digital advertising, search engine marketing, and content creation.

A student who wishes to add or change to a Digital Marketing Minor must have a cumulative GPA of at least 2.50 on at least 15 credit hours. Students who have completed 15 or more credit hours and have a cumulative GPA between 2.25 and 2.49+ may apply for admission to the Digital Marketing minor with the Monfort College of Business Advising Center Department, Kepner 1095.

Digital Marketing Minor Course Requirements				
21 Semester Credit Hours				
To graduate with a Digital Marketing Minor, a student must attain at least a 2.0 or greater cumulative Business GPA and at least a "C-" grade in each individual course required for the Digital Marketing Minor.				
Required Courses: 9 semester credit hours				
Take all courses in the following list. A grade of "C-" or better is required in each course.				
Pref/Num	Course Title	Sem. Hrs.	Prerequisite(s) ¹	
BACS 200	Web Design and Development for Small Business	3	None	
BAMK 360	Marketing	3	45 completed credits	
BAMK 371	Digital Marketing	3	BAMK 360 Marketing with minimum grade "C-" Juniors and above	
Elective Courses: 12 semester credit hours				
Take four courses from the following list. A grade of "C-" or better is required in each course.				
Pref/Num	Course Title	Sem. Hrs.	Prerequisite(s) ¹	
ART 473 or ART 469	Brand Identity Design or Interactive Design	3	ART 375 or ART 270	
BACS 383	Designing User Experience	3	Juniors and above	
BAMK 365	Advertising and Promotion	3	BAMK 360 with minimum grade "C-" Juniors and above	
BAMK 444	Web and Digital Ad Analytics	3	BAMK 360 with minimum grade "C-" Juniors and above	
BAMK 478 or JMS 415	Social Media Marketing or Social Media Campaigns	3	BAMK 360 with minimum grade "C-" or JMS 215 and JMS 380 with grade of "C"	
BAMK 494	Seminar in Digital Marketing*	3	BAMK 360 with minimum grade "C-" Juniors and above	

NOTES:

- The Monfort College of Business monitors course prerequisites. Course prerequisites may be adjusted each new catalog year.
- Student may take either ART 469 or ART 473, not both.
- Student may take either BAMK 478 or JMS 415, not both.
- BAMK 494 is repeatable under different subtitles for a maximum of 9 credit hours.
- Students may transfer a maximum of 6 semester credits (courses with a "BA" prefix) toward the minor from other institutions.

A maximum of 12 credit hours of coursework can be shared between a major and a minor.