

Pamplin College of Business
Department of Marketing
Application for Minor in Digital Marketing Strategy
For students graduating in calendar year 2021

Application to the Digital Marketing Strategy Minor is open to Pamplin College of Business students, pursuing a degree in ACIS, BIT, ECON, FIN, HTM or MGT, and Real Estate with at least a 2.50 GPA and at least 24 credit hours at Virginia Tech. Applicants should present the attached form to the Associate Dean for Undergraduate Programs, 1046 Pamplin Hall. Admission decisions will be made as applications are received. Applicants should receive a response, in writing, within two weeks of the decision.

In addition to fulfilling the requirements of their individual majors, students must complete the minor with at least a 2.0 in the 21 semester hours required for the minor. The minor will be noted on the student's transcript.

Name _____ Student ID (Last Four Numbers) _____
 Current _____
 Address _____ Major _____
 _____ Classification (So, Jr, Sr) _____
 Phone _____ Overall GPA _____
 E-mail _____ Estimated Graduation Date _____

Please enter information on any courses taken to date on the check sheet below.

I. REQUIRED COURSES (18 credit hours)	Credits	Grade	Term Taken
MKTG 3104 Marketing Management	3	_____	_____
MKTG 4154 Marketing Research (Pre: MKTG 3104, BIT 2405-2406)	3	_____	_____
MKTG 4204 Consumer Behavior (Pre: MKTG 3104)	3	_____	_____
MKTG 4254 Product and Price Management (Pre: MKTG 3104, 4154, 4204)	3	_____	_____
MKTG 4264 Analytics for Marketing (Pre: MKTG 3104, 4154, 4204)	3	_____	_____
MKTG 4304 Marketing Communications (Pre: MKTG 3104, 4204)	3	_____	_____

II. ELECTIVE COURSES (3 credit hours)	Credits	Grade	Term Taken
Please enter dept., number, title _____	3	_____	_____

Total: 21 Credits

**Please see page 2 for a list of approved elective courses*

Approved _____
 Director, Digital Marketing Strategy _____ Date _____

Student Name _____
 Student Signature _____ Date _____

General Information

Minimum GPA Requirements: Students must complete the minor with at least a 2.0 in the 21 semester hours required for the minor.

Prerequisite Requirements: Some of the courses listed on this checksheet have prerequisites, please consult the University Course Catalog or, check with academic advisor regarding prerequisites.

Major and Minor Courses: No more than 50% of the graded course credits required for the Minor in Digital Marketing Strategy may be double-counted by a student also enrolled in non-marketing business degree.

***Additional Elective Course Options:**

ART 4534: TOPICS IN APPLIED ART AND DESIGN STUDIO
ART 4504: TOPICS IN MULTIMEDIA STUDIO
BIT 3424: INTRODUCTION TO BUSINESS ANALYTICS MODELING
BIT 3434: ADVANCED MODELING FOR BUSINESS ANALYTICS
BIT 3444: ADVANCED BUSINESS COMPUTING AND APPLICATIONS
BIT 4444: WEB-BASED DECISION SUPPORT SYSTEMS
BIT 4454: BUSINESS ANALYSIS SEMINAR IN IT
BIT 4474: GLOBAL OPERATIONS AND INFORMATION TECHNOLOGY
BIT 4514: DATABASE TECHNOLOGY FOR BUSINESS
BIT 4524: SYSTEMS DEVELOPMENT
BIT 4534: VISUAL INTERFACE DESIGN FOR DECISION SUPPORT
BIT 4544: ADVANCED METHODS IN BUSINESS ANALYTICS
BIT 4574: ADVANCED NETWORKING FOR BUSINESS
BIT 4594 (ACIS 4594): ELECTRONIC COMMERCE SYSTEMS
CHE 4144 (MKTG 4144): BUSINESS AND MARKETING STRATEGIES FOR THE PROCESS INDUSTRIES
COMM 4264: SOCIAL MEDIA THEORY & PRACTICE
COMM 4374: NEW COMMUNICATIONS TECHNOLOGY
COMM 3064: PERSUASION
COMM 3124: INTERPERSONAL COMMUNICATION
CS 3634 (CMDA 3634): COMPUTER SCIENCE FOUNDATIONS FOR COMPUTATIONAL MODELING & DATA ANALYTICS
CS 3654 (CMDA 3654) (STAT 3654): INTRODUCTORY DATA ANALYTICS & VISUALIZATION
CS 3704: INTERMEDIATE SOFTWARE DESIGN AND ENGINEERING
CS 3714: MOBILE SOFTWARE DEVELOPMENT
CS 3724: INTRODUCTION TO HUMAN-COMPUTER INTERACTION
CS 4570 (ECE 4570): WIRELESS NETWORKS AND MOBILE SYSTEMS
CS 4604: INTRODUCTION TO DATA BASE MANAGEMENT SYSTEMS
CS 4644: CREATIVE COMPUTING STUDIO
CS 4784: HUMAN-COMPUTER INTERACTION CAPSTONE
ESM 4015-4016 CREATIVE DESIGN AND PROJECT I, II
HTM 4354: IT AND SOCIAL MEDIA IN HTM
SBIO 3124: PAPER AND PAPERBOARD PACKAGING
SBIO 3445-3446: ENTREPRENEURIAL WOOD DESIGN AND INNOVATION
SBIO 4024: PACKAGING DESIGN FOR GLOBAL DISTRIBUTION

Revised January 31, 2019