Application to the minor in Digital Marketing Strategy is open to all university students with at least a 2.50 GPA and at least 24 credit hours at Virginia Tech. Applicants should submit the attached form to the Associate Dean for Undergraduate Programs, IODB 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 GPA in the 21 credit hours required for the minor. The minor will be noted on the student’s transcript.

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<th>Name</th>
<th>Student ID (Last Four Numbers)</th>
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<td>Current Address</td>
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<td>Major</td>
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<td>Phone</td>
<td>Overall GPA</td>
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<td>E-mail</td>
<td>Estimated Graduation Date</td>
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Please enter information on any courses taken to date.

I. **REQUIRED COURSES** (18 credit hours)
- MKTG 3104: Marketing Management
- MKTG 4154: Marketing Research (Pre: MKTG 3104, BIT 2405-2408)
- MKTG 4204: Consumer Behavior (Pre: MKTG 3104)
- MKTG 4254: Product and Price Management (Pre: MKTG 3104, 4154, 4204)
- MKTG 4264: Analytics for Marketing (Pre: MKTG 3104, 4154, 4204)
- MKTG 4304: Marketing Communications (Pre: MKTG 3104, 4204)

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<th>Credits</th>
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II. **ELECTIVE COURSE** (choose one – 3 credit hours - see below)

Please enter dept, number, title

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**ELECTIVE COURSE OPTIONS:**
- ART 4534: Topics in Applied Art and Design Studio
- ART 4554: Topics in Multimedia Studio
- BIT 3424: Introduction to Business Analytics Modeling
- BIT 3434: Advanced Modeling for Business Analytics
- BIT 4444: Advanced Business Computing and Applications
- BIT 3524: Systems Analysis & Design
- BIT 3524: Database Management & Design
- BIT 4444: Web-Based Decision Support Systems
- BIT 4454: Business Analysis Seminar in IT
- BIT 4474: Global Operations and Information Technology
- BIT 4554: Advanced Methods in Business Analytics
- CHE/MKTG 4444: Business and Marketing Strategies for the Process Industries
- CMST 3084: Persuasion
- CMST 3164: Interpersonal Communication
- CS/CMDS/STAT 3504: Computer Science Foundations for Computational Modeling & Data Analytics
- CS/CMDS/STAT 3554: Introductory Data Analytics & Visualization
- CS 3704: Intermediate Software Design and Engineering
- CS 3714: Mobile Software Development
- CS/CS 4524: Introduction to Human-Computer Interaction
- CS/ECE 4670: Wireless Networks and Mobile Systems
- CS 4504: Introduction to Database Management Systems
- CS 4644: Creative Computing Studio
- CS 4784: Human-Computer Interaction Capsule
- ESM 4015-4016: Creative Design and Project I, II
- HTM 4354: IT and Social Media in HTM
- JMC 4264: Social Media Theory & Practice
- SBB 3124: Paper and Packaging
- SBB 3444-3446: Entrepreneurial Wood Design and Innovation
- SBB 4104: Packaging Design for Global Distribution

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Student: ____________________________
Student Signature: __________________

Approved: __________________________
Director, Digital Marketing Strategy Program: __________________

Date: __________________________

Revised January 2020
GENERAL INFORMATION:

Minimum GPA Requirements: Students must complete the minor with at least a 2.0 in the 21 credit 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 your 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 a non-marketing business degree.