Application to the minor in Digital Marketing Strategy is open to all university students (with the exception of Marketing majors) 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 GPA in the 21 credit hours required for the minor. The minor will be noted on the student’s transcript.

<table>
<thead>
<tr>
<th>Name</th>
<th>Student ID (Last Four Numbers)</th>
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<tbody>
<tr>
<td>Current Address</td>
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<tr>
<td>Major</td>
<td>Classification (So, Jr, Sr)</td>
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<tr>
<td>Phone</td>
<td>Overall GPA</td>
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<tr>
<td>E-mail</td>
<td>Estimated Graduation Date</td>
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</table>

Please enter information on any courses taken to date.

### I. REQUIRED COURSES (18 credit hours)

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
<th>Grade</th>
<th>Term Taken</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 3104: Marketing Management</td>
<td>3</td>
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<tr>
<td>MKTG 3164: Introduction to Digital Marketing Strategy</td>
<td>3</td>
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<tr>
<td>MKTG 4154: Marketing Research (Pre: MKTG 3104, BIT 2405-2406)</td>
<td>3</td>
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<tr>
<td>MKTG 4204: Consumer Behavior (Pre: MKTG 3104)</td>
<td>3</td>
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<tr>
<td>MKTG 4264: Analytics for Marketing (Pre: MKTG 3104, 4154, 4204)</td>
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<tr>
<td>MKTG 4304: Marketing Communications (Pre: MKTG 3104, 4204)</td>
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</tbody>
</table>

### II. ELECTIVE COURSE (choose one – 3 credit hours - see below)

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
<th>Grade</th>
<th>Term Taken</th>
</tr>
</thead>
<tbody>
<tr>
<td>Please enter dept., number, title</td>
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<tr>
<td></td>
<td>3</td>
<td></td>
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</tbody>
</table>

**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 3514: 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 4544: Advanced Methods in Business Analytics
- CHE/MKTG 4444: Business and Marketing Strategies for the Process Industries
- CMST 3084: Persuasion
- CMST 3124: Interpersonal Communication
- CS/CMDA 3834: Computer Science Foundations for Computational Modeling & Data Analytics
- CS/CMDA/STAT 3854: Introductory Data Analytics & Visualization
- CS 3704: Intermediate Software Design and Engineering
- CS 3714: Mobile Software Development
- CS 3724: Introduction to Human-Computer Interaction
- CS/ECE 4570: Wireless Networks and Mobile Systems
- CS 4404: Introduction to Database Management Systems
- CS 4644: Creative Computing Studio
- CS 4784: Human-Computer Interaction Capstone
- ESM 4015-4016: Creative Design and Project I, II
- HTM 4354a: IT and Social Media in HTM
- JMC 4284: Social Media Theory & Practice
- MKTG 4254: Product and Price Management (Pre: MKTG 3104, 4154, 4204)
- MKTG 4604: Retail Management (Pre: MKTG 3104)
- SBID 3124: Paper and Paperboard Packaging
- SBID 3445-3446: Entrepreneurial Wood Design and Innovation
- SBID 4024: Packaging Design for Global Distribution

Student ___________________________ Student Signature ___________________________ Date ____________

Approved ___________________________ Director, Digital Marketing Strategy Program ___________________________ Date ____________

Revised January 2021
**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 or restrictions, please consult the University Course Catalog or check with Pamplin Undergraduate Programs regarding prerequisites and restrictions.

**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