I. REQUIRED COURSES (18 credit hours)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 3104</td>
<td>Marketing Management</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 3184</td>
<td>Intro to Digital MKTG Strategy (Co-req MKTG 3104)</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 4154</td>
<td>Marketing Research (Pre: MKTG 3104, BIT 2405-2406)</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 4204</td>
<td>Consumer Behavior (Pre: MKTG 3104)</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 4284</td>
<td>Analytics for Marketing (Pre: MKTG 3104, 4154, 4204)</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 4304</td>
<td>Marketing Communications (Pre: MKTG 3104, 4204)</td>
<td>3</td>
</tr>
</tbody>
</table>

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

**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 B Design
- BIT 3524: Database Management B 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 4144: Business and Marketing Strategies for the Process Industries
- CMST 3084: Persuasion
- CMST 3124: Interpersonal Communication
- CS/CMDA 3834: Computer Science Foundations for Computational Modeling B
- CS/CMDA/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/ECE 4570: Wireless Networks and Mobile Systems
- CS 4604: Introduction to Database Management Systems
- CS 4844: Creative Computing Studio
- CS 4784: Human-Computer Interaction Capstone
- ESM 4015-4016: Creative Design and Project I, II
- ESM 4354: IT and Social Media in ESM
- HTM 4354: IT and Social Media in HTM
- JMC 4294: Social Media Theory B Practice
- MKTG 3134: Personal Well Being and Professional Success
- MKTG 3954: Study Abroad
- MKTG 4254: Product and Price Management (Pre: MKTG 3104, 4154, 4204)
- MKTG 4304: Marketing Communications (Pre: 3104, 4204)
- MKTG 4444: Field Practicum (Pre: 3104)
- MKTG 4554: Principles of Professional Selling (Pre: 3104)
- MKTG 4604: Retail Management (Pre: 3104)
- MKTG 4974: Independent Study
- MKTG 4984: Special Study
- MKTG 4994/4994H: Undergraduate Research
- SBIO 3124: Paper and Paperboard Packaging
- SBIO 3445-3446: Entrepreneurial Wood Design and Innovation
- SBIO 4024: Packaging Design for Global Distribution

**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 checklist 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 enrolled in a non-marketing business degree.