

Required Courses	Credits	Offered
(Prerequisites are identified in parentheses)		
MKT 3000	Principles of Marketing <i>(ENG 1020 or ENG 1021, completion of General Studies requirements in Oral Communication and Quantitative Literacy, and at least junior standing.)</i>	3 credits fall/spring/summer
MKT 3200	Digital Marketing Fundamentals <i>(Junior Standing)</i>	3 credits fall/spring
MKT 3310	Consumer Behavior <i>(MKT 3000, Junior standing)</i>	3 credits fall/spring/summer
MKT 4200	Content Marketing <i>(MKT 3000, Junior standing)</i>	3 credits fall/spring
MKT 4540	Digital Marketing Science (capstone) <i>(MKT 3000, MKT 3200, + 3 other MKT credits)</i>	3 credits spring

Digital marketing is a high-growth field focused on utilizing technology, systems, and creative content to develop relationships with current and potential customers. This minor (for non-marketing majors) and certificate (for marketing majors) will enable students to create digital marketing strategies as well as gain practical skills and earn industry related certificates.

Elective Courses	Credits	Offered
The minor requires <u>one of the following for at least 3 credits.</u>		
MKT 3330	Marketing and Sales Metrics <i>(MKT 3000, Junior standing)</i>	3 credits spring
MKT 3350	Social Selling <i>(Junior standing)</i>	3 credits spring
MKT 4110	Brand Management <i>(MKT 3000, Junior standing)</i>	3 credits fall
MKT 4300	Social Media Marketing <i>(MKT 3000, Junior standing)</i>	3 credits fall/spring/summer
MKT 3980	Marketing Internship (must have digital marketing content) <i>(major or minor in MKT, Global Business or Internation Business, MKT 3000, Junior standing, 2.5 cumulative GPA, permission of instructor)</i>	fall/spring/summer
CIS 2110	Structured Problem Solving <i>(CIS 2010)</i>	3 credits fall/spring/summer
JMP 2450	Basic Media Production Leadership <i>(none)</i>	3 credits see Journalism Dept.
CDES 2222	Fund. of Communication Design <i>(MKT 3000)</i>	3 credits see Comm. Dept.
CDES 2602	Interface Design and Development <i>(MKT 3000)</i>	3 credits see Comm. Dept.
CDES 3625	Narrative Design <i>(MKT 3000)</i>	3 credits see Comm. Dept.

Classes/Credits Required:

Minor:
6 classes 18 total credits

Contact:
Sally Baalbaki-Yassine
Chair and Professor
Marketing Department
baalbaki@msudenver.edu
303-615-0517