

Student: _____
 ID #: _____ Major: _____



DIGITAL MARKETING

MINOR

Credits required: 21

Academic Year 2024-2025

Course Code	Course Title	Credits	Gr	Cr	Tm
COM 270	Integrated Marketing Communications	3			
COM 280	Viral and Organic Growth	3			
COM 340	Social Media Marketing	3			
COM 344	Search Engine Optimization & Search Engine Marketing	3			
COM 420	Brand Strategy	3			
COM 430	Digital Marketing Analytics	3			
	COM or BUS elective	3			