

# CONCENTRATION IN DIGITAL MARKETING

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## Overview

The digital marketing secondary concentration prepares students to understand the digital marketing landscape, design and execute marketing activities on digital platforms, and optimize customer experiences throughout the customer journey. Students build foundational knowledge and skills toward a systematic understanding of the digital marketing world.

## Requirements

The secondary concentration in Digital Marketing requires three courses (9 credits).

Course	Title	Credits
MKBU 4113	Digital Marketing	3
MKBU 3449	ST: Customer Experience Mgt	3
MKBU 4114	Marketing Technology and Innovation	3
	or MKBU 3445 ST: Marketing Analytics	
<b>Total Credits</b>		<b>9</b>

All credits earned towards this secondary concentration may double-count towards a major in Marketing.