

CONCENTRATION IN DIGITAL MARKETING

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	
Total Credits		9

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