

DIGITAL MEDIA & MARKETING COMMUNICATIONS, MINOR

Overview

The Digital Media and Marketing Communications minor provides students with strategic, industry-relevant and highly competitive skills that are necessary in the digital marketing, content marketing and search marketing industries.

Requirements

Course ID	Title	Credits
DDSN 1100	Digital Design Foundations	3
DDSN 2103	Intro to Copywriting	3
MDES 2300	Digital Media Principles & Strategy	3
MDES 3300	Creating Digital Content	3
MDES 3310	Digital Media Analytics & Reporting	3
MDES 3320	CRM and Digital Media	3
Total Credit Hours		18