

Digital Media Marketing Minor (21 credits)

Student:

Effective Fall 2022

Advisor:

Major:

The minor is for students who believe the strategic aspect of digital media marketing would supplement the creative passion they're mastering in their majors—particularly Communication, Graphic Design, Music Business, English Writing, Sports Management and Health, Fitness and Recreation. Students who complete a minor in Digital Media Marketing will have a working knowledge of digital media marketing that is applicable to their field of study. The work could include writing and posting blogs, creating press releases, proofing and editing, tracking metrics and maintaining business digital media platforms like LinkedIn, Facebook, Twitter, YouTube, Pinterest and Instagram.

	CR	SEM	GR	CR	SEM	GR
ET 100 Business Creation	3	—	—			