

Minor

Marketing-Digital Marketing Minor

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MKTG 311	Marketing Principles and Problems *	3
MKTG 450	Marketing on the Internet	3
MKTG 455	Social Media Marketing	3
Select one of the following:		3
MKTG 318	AI in Business: Foundations and Applications	
MKTG 319	Artificial Intelligence (AI) in Digital Marketing Management	
MKTG 403	Advertising Strategy	
MKTG 406	Public Relations	
MKTG 460	Web Analytics	
300/400-level marketing course		3
Total Credit Hours		15

* A grade of C or better is required in MKTG 311 as a prerequisite to upper-level MKTG courses.

For completion of a minor, a student must have a minimum overall cumulative grade point average of 2.00 in all courses specified as a requirement for the minor exclusive of prerequisite courses. In addition, a grade of C- or better is required in all marketing courses counted toward the minor. A minimum of six hours in upper-level courses in the minor must be taken through courses offered by Old Dominion University.