

## **DIGITAL MARKETING MINOR**

### **2023-2024 Requirements**

<b><u>DIGITAL MARKETING MINOR</u></b>			<b>18 credits</b>
<b><i>Prerequisites: <u>MKTS 205 OR SAEM 202 &amp; GRID 103</u></i></b>			
SAEM/MKTS	210	Digital Marketing	3 credits
CMPS	160	Databases	3 credits
MKTS	211	Digital Customer Experience	3 credits
PRAD	306	Social Media Practices	3 credits
MULT	365	Web Publishing I	3 credits
PRAD	463	Social Media Analytics and SEO	3 credits

---

\*Students cannot transfer in more than 9 credits toward the minor requirements.

\*Any remaining requirements must be taken at Point Park University and cannot be taken on the Pass/No Credit Option.