

## **DIGITAL MARKETING MINOR**

### **2024-2025 Requirements**

TOTAL CREDITS FOR MINOR: 18

<b><u>DIGITAL MARKETING MINOR</u></b>			<b>18 credits</b>
<b><u>Prerequisites: MKTS 205 OR SAEM 202 &amp; COMM 120</u></b>			
CMPS	160	Databases	3 credits
MKTS	210	Digital Marketing	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

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\*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.