

DIGITAL MARKETING MINOR

2025-2026 Requirements

TOTAL CREDITS FOR MINOR: 18

<u>DIGITAL MARKETING MINOR</u>			18 credits
<u>Prerequisites: MKTS 205</u>			
MKTS	210	Digital Marketing	3 credits
MKTS	211	Digital Customer Experience	3 credits
MKTS	415	Advanced Digital Marketing	3 credits
MULT	365	Web Publishing I	3 credits
PRAD	306	Social Media Practices	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.