Minor in Digital Media Engagement

The Digital Media Engagement minor consists of seven courses (21 s.h.) and is designed to target students of any major looking to build digital expertise to help build a marketable skill set. Students will be prepared to take the Google AdWords Certification Exam and the Google Analytics Individual Qualification Exam upon completion of these courses.

Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>ADV 1102</td>
<td>Introduction to Advertising</td>
<td>3</td>
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<tr>
<td>ADV 1103</td>
<td>Digital Media and Advertising</td>
<td>3</td>
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<td>ADV 2002</td>
<td>Search Engine Optimization</td>
<td>3</td>
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<td>ADV 2005</td>
<td>Social Media Marketing</td>
<td>3</td>
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<td>ADV 2131</td>
<td>Introduction to Media Planning</td>
<td>3</td>
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<td>ADV 3004</td>
<td>Klein Online Marketing Challenge</td>
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<tr>
<td>ADV 3031</td>
<td>Digital Analytics and Reporting</td>
<td>3</td>
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Total Credit Hours 21