Digital Marketing Minor

- Open to business or non-business students.
- Integrates marketing with digital technology and analytics to prepare students for new and emerging jobs related to analytics, blogging, search engine optimization, e-detailing, site design, Internet research, digital demographics, personalization, customer relationship management, information architecture, social media, e-commerce, and media design.
- Appropriate for all students, but particularly relevant for students majoring in Advertising, Communication Studies, Marketing, Human Resource Management, Management Information Systems, and Strategic Communication.
- Quantitative, critical thinking, and problem-solving skills required for success in this minor; a cumulative GPA of 3.0 is recommended.

**Prerequisite courses required for non-business students:**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 1101</td>
<td>Macroeconomic Principles ¹</td>
<td>3</td>
</tr>
<tr>
<td>or ECON 1901</td>
<td>Honors Macroeconomic Principles</td>
<td></td>
</tr>
<tr>
<td>MIS 2101</td>
<td>Digital Systems ²</td>
<td>3</td>
</tr>
<tr>
<td>or MIS 2901</td>
<td>Honors Digital Systems</td>
<td></td>
</tr>
<tr>
<td>MKTG 2101</td>
<td>Marketing Management ²</td>
<td>3</td>
</tr>
<tr>
<td>or MKTG 2901</td>
<td>Honors Marketing Management</td>
<td></td>
</tr>
</tbody>
</table>

**Total Credit Hours:** 9

¹ A minimum grade of C- is required in ECON 1101/ECON 1901.
² A minimum grade of C is required in MIS 2101/MIS 2901 and MKTG 2101/MKTG 2901.

**Note:** Prerequisite courses are not calculated in the minor GPA.

- **Five courses required (four must be taken at Temple University):**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MIS 2502</td>
<td>Data and Analytics</td>
<td>3</td>
</tr>
<tr>
<td>MIS 3504</td>
<td>Digital Design and Innovation</td>
<td>3</td>
</tr>
<tr>
<td>MIS 3538</td>
<td>Social Media Innovation</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 3507</td>
<td>Direct Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 3508</td>
<td>Digital Marketing</td>
<td>3</td>
</tr>
</tbody>
</table>

**Total Credit Hours:** 15

Courses cannot be used to meet minor requirements if already used to meet the requirements for a major or a different minor or certificate.

- **Marketing majors** who declare Digital Marketing minor will complete MKTG 3507 and MKTG 3508 as well as two other Marketing electives for the Marketing major.
- **MIS majors** who declare Digital Marketing minor will complete:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MIS 3538</td>
<td>Social Media Innovation</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 3596</td>
<td>Consumer and Buyer Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 3507</td>
<td>Direct Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 3508</td>
<td>Digital Marketing</td>
<td>3</td>
</tr>
</tbody>
</table>

**Elective**

Select one of the following: 3-4

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MSP 1021</td>
<td>Introduction to Media Analysis</td>
</tr>
<tr>
<td>MSP 1655</td>
<td>Introduction to Media Business</td>
</tr>
<tr>
<td>MSP 1701</td>
<td>Introduction to Media Production</td>
</tr>
<tr>
<td>MSP 2741</td>
<td>Introduction to Internet Studies and Web Authoring</td>
</tr>
<tr>
<td>FMA 1171</td>
<td>Media &amp; Culture</td>
</tr>
<tr>
<td>Course Code</td>
<td>Course Title</td>
</tr>
<tr>
<td>-------------</td>
<td>--------------------------------------------------</td>
</tr>
<tr>
<td>FMA 1451</td>
<td>Survey of New Media</td>
</tr>
<tr>
<td>FMA 2452</td>
<td>Web Art &amp; Design</td>
</tr>
<tr>
<td>JRN 1113</td>
<td>Audio/Visual Newsgathering</td>
</tr>
<tr>
<td>JRN 1114</td>
<td>Design for Journalists</td>
</tr>
<tr>
<td>JRN 3601</td>
<td>Multimedia Storytelling</td>
</tr>
<tr>
<td>GAD 2071</td>
<td>Mac Design Programs I</td>
</tr>
<tr>
<td>GAD 2073</td>
<td>Introduction to Web Design</td>
</tr>
<tr>
<td>GAD 2075</td>
<td>Communication Through Graphic Design</td>
</tr>
<tr>
<td>MKTG 3502</td>
<td>Data Management for Business Strategies</td>
</tr>
<tr>
<td>MKTG 3504</td>
<td>Sales and Sales Management</td>
</tr>
<tr>
<td>MKTG 3505</td>
<td>Entrepreneurial Marketing</td>
</tr>
<tr>
<td>MKTG 3511</td>
<td>Marketing Research</td>
</tr>
<tr>
<td>MIS 3536</td>
<td>Information Systems Innovation</td>
</tr>
<tr>
<td>MIS 3581</td>
<td>Co-operative Experience in Management Information Systems</td>
</tr>
<tr>
<td>SGM 3501</td>
<td>Entrepreneurial and Innovative Thinking</td>
</tr>
</tbody>
</table>

**Total Credit Hours** 15-16

- Some courses are only offered once a year depending on demand for the course.
- A cumulative grade point average of 2.0 in the minor is required as well as a minimum grade of C- in each course unless otherwise specified.
- Courses for the minor must be completed prior to graduation; if completed, the minor will be recorded on the final transcript upon graduation.
- To declare or rescind this minor, visit the Fox School of Business and Management.

Interested students should discuss with their home college advisors how the courses in the minor will fit into their overall degree plan and are strongly encouraged to declare the minor early in their academic career.