

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:**

Code	Title	Credit Hours
ECON 1101 or ECON 1901	Macroeconomic Principles ¹ Honors Macroeconomic Principles	3
MIS 2101 or MIS 2901	Digital Systems ² Honors Digital Systems	3
MKTG 2101 or MKTG 2901	Marketing Management ² Honors Marketing Management	3
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):**

Code	Title	Credit Hours
MIS 2502	Data and Analytics	3
MIS 3504	Digital Design and Innovation	3
MIS 3538	Social Media Innovation	3
MKTG 3507	Direct Marketing	3
MKTG 3508	Digital Marketing	3
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:

Code	Title	Credit Hours
Required Courses		
MIS 3538	Social Media Innovation	3
MKTG 3596	Consumer and Buyer Behavior	3
MKTG 3507	Direct Marketing	3
MKTG 3508	Digital Marketing	3
Elective		
Select one of the following:		3-4
MSP 1021	Introduction to Media Analysis	
MSP 1655	Introduction to Media Business	
MSP 1701	Introduction to Media Production	
MSP 2741	Introduction to Internet Studies and Web Authoring	
FMA 1171	Media & Culture	

FMA 1451	Survey of New Media
FMA 2452	Web Art & Design
JRN 1113	Audio/Visual Newsgathering
JRN 1114	Design for Journalists
JRN 3601	Multimedia Storytelling
GAD 2071	Mac Design Programs I
GAD 2073	Introduction to Web Design
GAD 2075	Communication Through Graphic Design
MKTG 3502	Information Management for Marketing Strategies
MKTG 3504	Sales and Sales Management
MKTG 3505	Entrepreneurial Marketing
MKTG 3511	Marketing Research
MIS 3536	Information Systems Innovation
MIS 3581	Co-operative Experience in Management Information Systems
SGM 3501	Entrepreneurial and Innovative Thinking

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.