

# Digital Marketing Minor

## Overview

Students interested in expanding their career options through a general knowledge of marketing and information systems principles and specializing in digital marketing should consider completing a **Minor in Digital Marketing**, offered by the Department of Marketing. The Digital Marketing minor 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.

The Digital Marketing minor is open to all students. The minor is particularly relevant for Marketing, Human Resource Management, Business Management, and Management Information Systems students. It is also ideal for students in Lew Klein College of Media and Communication.

**Campus Location:** Main

Note: Select online course options may be offered at the discretion of the department.

Learn more about the Digital Marketing minor.

## Contact Information

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## Requirements

- Quantitative, critical thinking, and problem-solving skills required for success in this minor; a cumulative GPA of 3.0 is recommended.

**Eight courses required (six must be taken at Temple University):**

Code	Title	Credit Hours
ECON 1101 or ECON 1901	Macroeconomic Principles Honors Macroeconomic Principles	3
MIS 2101 or MIS 2901	Digital Systems <sup>1</sup> Honors Digital Systems	3
MKTG 2101 or MKTG 2901	Marketing Management Honors Marketing Management	3
MIS 2502	Data and Analytics <sup>1,2</sup>	3
MIS 3504	Digital Design and Innovation <sup>1,2</sup>	3
MIS 3538	Social Media Innovation	3
MKTG 3501	Integrated Marketing Communications <sup>3</sup>	3
MKTG 3508	Digital Marketing <sup>3</sup>	3
<b>Total Credit Hours</b>		<b>24</b>

<sup>1</sup> A minimum grade of C or higher is needed to enroll in MIS 2502 and MIS 3504.

<sup>2</sup> MIS majors who declare the Digital Marketing minor will complete MIS 3505 and MIS 3535 instead of MIS 2502 and MIS 3504.

<sup>3</sup> Marketing majors who declare the Digital Marketing minor will complete MKTG 3501 and MKTG 3508 as well as two other Marketing electives for the Marketing major.

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