

# Digital Media Engagement Minor

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## Overview

The **Minor in Digital Media Engagement**, offered by the Department of Advertising and Public Relations, consists of seven courses (21 s.h.) and is designed for students in any major looking to build digital expertise to help build a marketable skill set. Students prepare to take the Google AdWords Certification Exam and the Google Analytics Individual Qualification Exam upon completion of these courses.

**Campus Location:** Main

## Contact Information

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<https://klein.temple.edu/academics>

Learn more about the Digital Media Engagement minor.

## Requirements

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