



DIGITAL MARKETING & ARTIFICIAL INTELLIGENCE MINOR - 21 CREDITS

(Available to Non-Business Majors Only)

RESTRICTIONS

1. A maximum of 2 transfer courses will be allowed.
2. In order to graduate with a digital marketing & artificial intelligence minor, a 2.25 GPA is required in the minor
3. A maximum of 3 credits from available MARKETNG 493 courses count toward the completion of the minor

For more detailed information visit [MARKETNG Department Website](#) or [Digital Marketing & Artificial Intelligence Minor Requirements](#)

REQUIRED COURSES (15 credits)

Course No.	Course Name	Prerequisites
_____ MARKETNG 211	Principles of Marketing	60 credits & 2.0 GPA
_____ MARKETNG 350	Marketing Comm. & Artificial Intelligence	MARKETNG 211 & 60 credits & 2.0 GPA
_____ MARKETNG 351	Introduction to Digital Marketing	MARKETNG 211 & 60 credits & 2.0 GPA
_____ MARKETNG 352	Social Media & Content Marketing	MARKETNG 211 & 60 credits & 2.0 GPA
_____ MARKETNG 353	Adv. Digital Marketing & AI	MARKETNG 211 & MARKETNG 351 & 60 credits & 2.0 GPA

ELECTIVE COURSES (6 credits)

Course No.	Course Name	Prerequisites
_____ ITSCM 285	AI-Powered Web Design	60 credits & 2.0 GPA
_____ MARKETNG 210	Marketing for Influencers & Creators	24 credits & 2.0 GPA
_____ MARKETNG 212	Principles of Selling	60 credits & 2.0 GPA
_____ MARKETNG 321	Marketing Research	MARKETNG 211 & 60 credits & 2.0 GPA
_____ MARKETNG 337	Retail Management	MARKETNG 211 & 60 credits & 2.0 GPA
_____ MARKETNG 360	Entrepreneurial Marketing	MARKETNG 211 & 60 credits & 2.0 GPA
_____ MARKETNG 361	International Marketing	MARKETNG 211 & 60 credits & 2.0 GPA
_____ MARKETNG 370	Experiential Marketing	MARKETNG 211 & 60 credits & 2.0 GPA
_____ MARKETNG 371	Sports Marketing	MARKETNG 211 & 60 credits & 2.0 GPA
_____ MARKETNG 372	Services Marketing	MARKETNG 211 & 60 credits & 2.0 GPA
_____ MARKETNG 400	Innovation & Technology Marketing	MARKETNG 211 & 60 credits & 2.0 GPA
_____ MARKETNG 412	Business to Business Marketing	MARKETNG 211 & 60 credits & 2.0 GPA
_____ MARKETNG 420	Consumer Behavior	MARKETNG 211 & 60 credits & 2.0 GPA
_____ MARKETNG 431	Sales Management	MARKETNG 211 & 60 credits & 2.0 GPA
_____ MARKETNG 442	Logistics	MARKETNG 211 & 60 credits & 2.0 GPA
_____ MARKETNG 444	Omnichannel Marketing	MARKETNG 211 & 60 credits & 2.0 GPA
_____ MARKETNG 445	Marketing Analytics & Artificial Intelligence	MARKETNG 211 & 60 credits & 2.0 GPA
_____ MARKETNG 450	Sales Negotiation & Conflict Resolution	MARKETNG 211 & 60 credits & 2.0 GPA

_____ MARKETNG 460	Advanced Sales	<i>MARKETNG 211 & MARKETNG 212 & 60 credits & 2.0 GPA</i>
_____ MARKETNG 493	Internship in Marketing	<i>24 credits & 2.50 CUM GPA & Department consent</i>
_____ MARKETNG 496	Special Studies	<i>2.0 GPA</i>
_____ MARKETNG 497	Exchange Study	<i>60 credits & 2.0 GPA & Instructor consent</i>
_____ MARKETNG 498	Independent Study in Marketing	<i>60 credits & 2.0 GPA & Instructor consent</i>