

DIGITAL MARKETING MINOR

<https://cps.unh.edu/program/minor/digital-marketing>

Description

The focus of marketing revolves around the consumer and a minor in digital marketing will allow the student to identify consumers, evaluate consumer interest, and meet consumer needs and wants through marketing research, consumer behaviors, and customer relations on a local, national, and global level. Students with a minor in marketing can complement their major areas of study with essential skills that provide students with insight into the modern external functional area of business.

NOTE: This minor may not be declared with the following majors: BS Marketing or BS Business Management: Digital Marketing.

Requirements

All minor courses must be completed with a minimum grade of C-, and a 2.0 grade point average must be maintained in courses for the minor. Two courses must be at the upper level (600 or 700). Only 8 credits may overlap between major and minor.

Minor Requirements

Code	Title	Credits
MKT 517	Consumer Behavior	4
MKT 612	Agile Marketing	4
MKT 615	Digital Storytelling and Brand Management	4
Select two of the following:		8
ART 512	Fundamentals of Design	
COM 647	Writing for Visual Media	
MKT 600	Social Media Marketing	
MKT 645	Marketing Research	
MKT 720	Digital Advertising	
MKT 723	Marketing Design and Usability	
Total Credits		20

Student Learning Outcomes

Program Learning Outcomes

Students will have the opportunity to:

- Apply relevant marketing theories and models to contemporary marketing issues and professional practice.
- Identify and discuss promotional skills and competencies for marketing products, services, and ideas.
- Analyze contemporary marketing problems and situations.