

DIGITAL MARKETING MINOR

Offered by Department of Marketing, Agribusiness, and Supply Chain Management (<http://catalog.unk.edu/undergraduate/departments-programs/marketing-agribusiness-supply-chain-management/>)

Code	Title	Credit Hours
Required Courses		
<i>Take all of the following 18 credit hours:</i>		
MKT 377	Digital and Social Media Marketing	3
MKT 457	E-Marketing	3
CYBR 190	Data Analytics Mathematical Modeling	3
JMC 230	Integrated Marketing Communications	3
JMC 370	Social Media Strategies	3
ART 305	Graphic Applications	3
Elective Courses		
<i>Select 6 credit hours from the following:</i>		
MKT 435	Marketing Research	6
MKT 438	Consumer Behavior	
MKT 440	Advertising Management	
CYBR 306	Introduction to Predictive Modeling	
CYBR 406	Enterprise Application Development	
CYBR 418	E-Commerce Information Systems	
JMC 300	Website Design	
JMC 307	Advertising Copywriting	
JMC 309	Public Relations	
SPCH 445	Diffusion of Innovations	
Total Credit Hours		24