

The Department of Marketing

Digital Marketing Concentration for Marketing Major

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In addition to completing the requirements for a Marketing major, you can also earn a concentration in Digital Marketing by completing three courses listed below.

Course Requirements for Digital Marketing Concentration (9 Credits)

The Digital Marketing Concentration is only available for Marketing majors.

Course	Title	Credits
MKT 2240	Marketing Analytics	3
MKT 2290	Digital Marketing	3
	MKT 2285 or MKT 2349	3

Note: the course title for MKT 2349 must be Top: Advanced Digital Marketing