

# 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.

<b>Course</b>	<b>Title</b>	<b>Credits</b>
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