

# Digital Marketing Concentration for Marketing Major

Chair: Jeremy Kees, PhD.  
Associate Chair: Timothy McCulloch  
Office: 3015 Bartley Hall  
Telephone: 610-519-4350  
[Website](#)

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.

**Program:** [Marketing](#)  
**Type:** Concentration

## 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

## Category Descriptions

### MKT 2285 or MKT 2349

Credits: 3

<b>Course</b>	<b>Title</b>	<b>Credits</b>
MKT 2285	Social Media Marketing	3
MKT 2349	Special Topics in Marketing	3