

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.

Program: [Marketing](#)

Type: Concentration

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 2285 or MKT 2349	3
MKT 2290	Digital Marketing	3

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

Category Descriptions

MKT 2285 or MKT 2349

Credits: 3

Course	Title	Credits
MKT 2285	Social Media Marketing	3
MKT 2349	Special Topics in Marketing	3