

# DIGITAL MARKETING MINOR

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Please see complete information on (<https://coursecatalog.plymouth.edu/undergraduate-programs/minors/>)all of the requirements (<https://coursecatalog.plymouth.edu/undergraduate-programs/minors/>)to earn a minor at Plymouth State University.

Course	Title	Credits
<b>Part 1: Core Curriculum</b>		
BUS 1100	Introduction to Marketing and Sales	4
MKT 3130	Digital Marketing	4
MKT 4200	Advanced Digital and Social Media Marketing	4
<b>Part 2: Elective Courses: Take ANY TWO ELECTIVE COURSES. Some 7-8 electives have a "tool" based focus, while others are more strategy or content based.</b>		
Elective Options from Graphic Design		
AG 2100	Design Software Basics (TECO)	
AG 3750	Digital Animation and Video	
AG 3800	Publication Design (QRCO)	
AG 4200	UX/UI: Digital Identity	
AG 4400	Brand Design	
Elective Options from Communication and Media Studies		
CMDI 1030	Creativity and the Digital World (CTDI)	
CMDI 2100	The Digital Imagination (CTDI)	
CM 2750	Introduction to Film and Video Production	
CM 2995	Professional Social Media	
CM 3125	Communicating Through Animation (INCO)	
CM 3400	Interactive Web Communication (INCO,INCP)	
Elective Options from Marketing (NOTE: Marketing students cannot use these two courses as electives for this minor)		
MKT 3140	Creating Effective Marketing Content	
MKT 4850	Plymouth Marketing and Design Agency	
<b>Total Credits</b>		<b>19-20</b>