

# DIGITAL MARKETING MINOR

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## Requirements for a Minor in Digital Marketing

Code	Title	Hours
MK 360	Principles of Marketing	3
MK 363	Integrated Marketing Communications	3
MK 387	Digital Marketing	3
MK 375	Social Media Marketing	3
MK 490	Agile Marketing	3
or MK 492	Retail & E-Commerce	
<b>Total Hours</b>		<b>15</b>