

# Digital Marketing Communications Minor

This minor in Digital Marketing Communications is a **15-hour** program designed to provide a focused, intensive study of the applications of digital and social media marketing communications, advertising and branding within organizations. This program serves marketing managers who want to understand a true integrated marketing and communication approach to sales, brand management, promotion, and consumer behavior.

## General Requirements

- All minors are 15 credit hours or 5 courses, including business core courses.
- Students must attain a 2.0 grade point average for all courses in the minor.
- Students must attain a minimum grade of C- in each course included in the minor.
- All courses in the minor must be on a graded basis.
- A minimum of 9 credit hours of coursework included in the minor must be taken in residence at UMSL.
- One must complete a baccalaureate degree at UMSL in order for a minor to be conferred.
- A minor may be added for up to two years following completion of the baccalaureate degree

## Specific Requirements for the Minor

To obtain this minor, students must successfully complete the following four "core" marketing courses.

### Required Courses:

MKTG 3700	Principles of Marketing	3
MKTG 3720	Advertising and Promotion	3
MKTG 3721	Introduction to Digital Marketing Strategies	3
MKTG 3722	Introduction to Social Media Marketing	3

### Electives: 3

Choose one of the following courses:

MKTG 3731	
MKTG 3740	Marketing Analysis
MKTG 3790	Internship in Marketing

**Total Hours 15**

## Learning Outcomes

Upon completion of the program, graduates will be able to:

- Develop knowledge of the general digital industry landscape.
- Elaborate new online consumer behaviors made possible by digital technologies and identify firms' strategies to cope with the new behaviors.
- Perform analysis of digital marketing strategies.
- Develop problem-solving skills using digital measurement and analytics.