

DIGITAL MARKETING MINOR

This minor is for both Marketing majors and students in any major at PSU. It prepares students with a wide array of digital and social media marketing skills, including creating websites, digital content and ad creation, SEO and digital analytics. Students will earn industry certifications in digital marketing through the course work.

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
Part 1: Core Curriculum		
BUS 1100	Introduction to Marketing and Sales	4
MKT 3130	Digital Marketing	4
MKT 4200	Advanced Digital and Social Media Marketing	4
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.		
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	
CM 3400	Interactive Web Communication	
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	
Total Credits		19-20