

DIGITAL MARKETING

In addition to major requirements, students must complete the BBA Degree Requirements (http://catalog.umd.umich.edu/undergraduate/college-business/#BBA_Degree).

Digital marketing is where marketing meets digital media, such as the internet, social media, cell phones and video games. Digital marketing covers activities such as search engine optimization, viral marketing, web analytics, social network marketing, experiment-based market research, and reputation management. Majoring in digital marketing and marketing is not permitted.

Major Requirements

Code	Title	Credit Hours
Required		
MKT 363	Digital Consumer Srch&Mktg	3
MKT 454	Marketing Research	3
MKT 455	E-tailing and Retailing	3
MKT 458	Advertising	3
MKT 463	Digital Analytics&Content Mktg	3
Select two courses from the following:		6
DS 310	Data Mining for Bus Intel	
ISM 321	Database Systems I	
ISM 371	IT Strategy: Disrupting Norms	
ISM 382	Advanced Computer Applications	
MKT 382	Understanding Customers	
MKT 402	Marketing Management	
MKT 457	Glbl Mrketing&Consumr Cultre	
MKT 460	Digital Comm Strategy	
Total Credit Hours		21

Digital Marketing Minor

Code	Title	Credit Hours
MKT 352	Mktg Principles and Policies	3
MKT 363	Digital Consumer Srch&Mktg	3
MKT 463	Digital Analytics&Content Mktg	3
Select two courses from the following:		6
MKT 454	Marketing Research	
MKT 455	E-tailing and Retailing	
MKT 458	Advertising	
MKT 498	Research: Marketing	
Total Credit Hours		15