

# DIGITAL MARKETING AND ARTIFICIAL INTELLIGENCE MINOR REQUIREMENTS

Code	Title	Units
<b>Minor Requirements - 21 units <sup>1</sup></b>		
MARKETNG 211	PRINCIPLES OF MARKETING	3
MARKETNG 350	MARKETING COMMUNICATIONS AND ARTIFICIAL INTELLIGENCE	3
MARKETNG 351	INTRODUCTION TO DIGITAL MARKETING	3
MARKETNG 352	SOCIAL MEDIA AND CONTENT MARKETING	3
MARKETNG 353	ADVANCED DIGITAL MARKETING AND ARTIFICIAL INTELLIGENCE	3
<b>Select 6 units from:</b>		<b>6</b>
ITSCM 285	AI-POWERED WEB DESIGN	
MARKETNG 210	MARKETING FOR INFLUENCERS AND CREATORS	
MARKETNG 212	PRINCIPLES OF SELLING	
MARKETNG 321	MARKETING RESEARCH	
MARKETNG 337	RETAIL MANAGEMENT	
MARKETNG 360	ENTREPRENEURIAL MARKETING	
MARKETNG 361	INTERNATIONAL MARKETING	
MARKETNG 370	EXPERIENTIAL MARKETING	
MARKETNG 371	SPORTS MARKETING	
MARKETNG 372	SERVICES MARKETING	
MARKETNG 400	ARTIFICIAL INTELLIGENCE AND MARKETING INNOVATION	
MARKETNG 412	BUSINESS TO BUSINESS MARKETING	
MARKETNG 420	CONSUMER BEHAVIOR	
MARKETNG 431	SALES MANAGEMENT	
MARKETNG 442	LOGISTICS	
MARKETNG 444	OMNICHANNEL MARKETING	
MARKETNG 445	MARKETING ANALYTICS AND ARTIFICIAL INTELLIGENCE	
MARKETNG 450	SALES NEGOTIATION AND CONFLICT RESOLUTION	
MARKETNG 460	ADVANCED SALES	
MARKETNG 493	INTERNSHIP IN MARKETING <sup>2</sup>	
MARKETNG 496	SPECIAL STUDIES	
MARKETNG 497	EXCHANGE STUDY	
MARKETNG 498	INDEPENDENT STUDY IN MARKETING	
<b>Total Units</b>		<b>21</b>

<sup>1</sup> Minimum 2.25 GPA in the minor required for graduation. Maximum of 2 transfer courses allowed.