

Digital Marketing, Minor

A minor in Digital Marketing consists of 18 credit hours, including the following 12 required credit hours:

Code	Title	Semester Credit Hours
MKTG 3320	Responsive Web Site Design	3
ISYS 3330	Info Sys and Bus Analytics	3
MKTG 3364	Integrated Marketing Comm	3
MKTG 3370	Online Marketing	3
Select 6 credit hours of the following:		6
ISYS 3358	Business Information Systems	
MKTG 3365	Marketing Research	
MKTG 4350	Consumer Behavior	
Total Semester Credit Hours		18

Candidates for the minor in Digital Marketing must earn at least 12 credit hours at Texas A&M University-Kingsville College of Business with at least six credit hours of upper level credits.