

Minor in Digital Marketing

In the Marketing program in the Greehey School of Business, students develop an understanding of marketing in for-profit and not-for-profit organizations.

They gain strategic marketing decision making skills by learning how to evaluate and interpret the multitude of factors governing how individual and organizational consumers make decisions about product and services.

The innovative curriculum includes marketing strategy development for the digitally connected world.

Students learn about developing and deploying strategies across different platforms and emerging technologies to include digital, mobile and user-generated content.

Contact

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For Business majors only

Click on the course number to view course title and description.

Code	Title	Semester Hours
Requirements for minor:		
MK 3330	Consumer Behavior	3
MK 3340	Integrated Marketing Communications	3
MK 4370	Marketing Research	3
MK 3360	Social Media Marketing/ Content Marketing	3
Select two Digital Marketing electives from the following:		6
MK 3342	Database Management	
MK 3375	Search Engine Marketing/Digital Marketing	
MK 4340	Business Intelligence	
MK 4350	Data Driven Marketing	
MK 4371	E-Business	
QM 3342	Database Management	
QM 4370	E-Business	
Total Semester Hours		18