



Application to the minor in Digital Marketing Strategy is open to all university students with at least a 2.50 GPA and at least 24 credit hours at Virginia Tech. In addition to fulfilling the requirements of their individual majors, students must complete the minor with at least a 2.0 GPA in the 21 credit hours required for the minor. The minor will be noted on the student's transcript.

I. REQUIRED COURSES (18 credit hours)

Credits

MKTG 3104: Marketing Management	3
MKTG 3164: Intro to Digital MKTG Strategy (Co-req MKTG 3104)	3
MKTG 4154: Marketing Research (Pre: MKTG 3104, BIT 2405-2406)	3
MKTG 4164: Social Media & Content Marketing (Pre: MKTG 3164)	3
MKTG 4204: Consumer Behavior (Pre: MKTG 3104)	3
MKTG 4264: Analytics for Marketing (Pre: MKTG 3104, 4154, 4204)	3

II. ELECTIVE COURSE (choose one – 3 credit hours - see below)

ELECTIVE COURSE OPTIONS:

ART 4534: Topics in Applied Art and Design Studio	CS 3704: Intermediate Software Design and Engineering
ART 4504: Topics in Multimedia Studio	CS 3714: Mobile Software Development
BIT 3424: Introduction to Business Analytics Modeling	CS 3724: Introduction to Human-Computer Interaction
BIT 3434: Advanced Modeling for Business Analytics	CS/ECE 4570: Wireless Networks and Mobile Systems
BIT 3444: Advanced Business Computing and Applications	CS 4604: Introduction to Database Management Systems
BIT 3514: Systems Analysis & Design	CS 4644: Creative Computing Studio
BIT 3524: Database Management & Design	CS 4784: Human-Computer Interaction Capstone
BIT 4444: Web-Based Decision Support Systems	ESM 4015-4016: Creative Design and Project I, II
BIT 4454: Business Analysis Seminar in IT	HTM 4354: IT and Social Media in HTM
BIT 4474: Global Operations and Information Technology	JMC 4264: Social Media Theory & Practice
BIT 4544: Advanced Methods in Business Analytics	MKTG 3134: Personal Well Being and Professional Success
CHE/MKTG 4144: Business and Marketing Strategies for the Process Industries	MKTG 4254: Product and Price Management (Pre: MKTG 3104, 4154, 4204)
CMST 3064: Persuasion	MKTG 4604: Retail Management (Pre: MKTG 3104)
CMST 3124: Interpersonal Communication	MKTG 4304: Marketing Communications (Pre: 3104, 4204)
CS/CMDA 3634: Computer Science Foundations for Computational Modeling & Data Analytics	SBIO 3124: Paper and Paperboard Packaging
CS/CMDA/STAT 3654: Introductory Data Analytics & Visualization	SBIO 3445-3446: Entrepreneurial Wood Design and Innovation
	SBIO 4024: Packaging Design for Global Distribution

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GENERAL INFORMATION:

Minimum GPA Requirements: Students must complete the minor with at least a 2.0 in the 21 credit hours required for the minor.

Prerequisite Requirements: Some of the courses listed on this checklist have prerequisites, please consult the University Course Catalog or check with academic advisor regarding prerequisites.

Major and Minor Courses: No more than 50% of the graded course credits required for the Minor in Digital Marketing Strategy may be double-counted by a student also enrolled in non-marketing business degree.