



Department of Marketing Management  
Digital Marketing Strategy Minor  
For student date of entry under UG catalog 2023-2024

Application to the minor in Digital Marketing Strategy is open to all university students, with the exception of Marketing majors, who have a minimum 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. Students may now submit minor applications online at <http://pampl.in/addminor>.

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 4204: Consumer Behavior (Pre: MKTG 3104)	3
MKTG 4264: Analytics for Marketing (Pre: MKTG 3104, 4154, 4204)	3
MKTG 4304: Marketing Communications (Pre: MKTG 3104, 4204)	3

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

**ELECTIVE COURSE OPTIONS:**

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| ART 4534: Topics in Applied Art and Design Studio                                      | CS/ECE 4570: Wireless Networks and Mobile Systems                    |
| ART 4504: Topics in Multimedia Studio  | CS 4604: Introduction to Database Management Systems                 |
| BIT 3424: Introduction to Business Analytics Modeling                                  | CS 4644: Creative Computing Studio                                   |
| BIT 3434: Advanced Modeling for Business Analytics                                     | CS 4784: Human-Computer Interaction Capstone                         |
| BIT 3444: Advanced Business Computing and Applications                                 | ESM 4015-4016: Creative Design and Project I, II                     |
| BIT 3514: Systems Analysis & Design  | HTM 4354: IT and Social Media in HTM                                 |
| BIT 3524: Database Management & Design   | JMC 4264: Social Media Theory & Practice                             |
| BIT 4444: Web-Based Decision Support Systems   | MKTG 3134: Personal Well Being and Professional Success              |
| BIT 4454: Business Analysis Seminar in IT  | MKTG 3954: Study Abroad  |
| BIT 4474: Global Operations and Information Technology                                 | MKTG 4254: Product and Price Management (Pre: MKTG 3104, 4154, 4204) |
| BIT 4544: Advanced Methods in Business Analytics                                       | MKTG 4304: Marketing Communications (Pre: 3104, 4204)                |
| CHE/MKTG 4144: Business and Marketing Strategies for the Process Industries            | MKTG 4404: Field Practicum (Pre: 3104)                               |
| CMST 3064: Persuasion  | MKTG 4554: Principles of Professional Selling (Pre: 3104)            |
| CMST 3124: Interpersonal Communication   | MKTG 4604: Retail Management (Pre: 3104)                             |
| CS/CMDA 3634: Computer Science Foundations for Computational Modeling & Data Analytics | MKTG 4974: Independent Study   |
| CS/CMDA/STAT 3654: Introductory Data Analytics & Visualization                         | MKTG 4984: Special Study   |
| CS 3704: Intermediate Software Design and Engineering                                  | MKTG 4994/4994H: Undergraduate Research                              |
| CS 3714: Mobile Software Development   | SBIO 3124: Paper and Paperboard Packaging                            |
| CS 3724: Introduction to Human-Computer Interaction                                    | SBIO 3445-3446: Entrepreneurial Wood Design and Innovation           |
|  | SBIO 4024: Packaging Design for Global Distribution                  |

Revised September 2022

**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 checksheet 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 enrolled in a non-marketing business degree