DIGITAL MARKETING

Digital marketing is where marketing meets digital media, such as the internet, social media, cell phones and video games. Digital marketing covers activities such as search engine optimization, viral marketing, web analytics, social network marketing, experiment-based market research, and reputation management. Majoring in digital marketing and marketing is not permitted.

 In addition to major requirements, students must complete the BBA Degree Requirements (http://catalog.umd.umich.edu/undergraduate/college-business/#BBA_Degree).

Major Requirements

Code	Title	Credit Hours
Required		
MKT 363	Digital Consumer Srch&Mktg	3
MKT 454	Marketing Research	3
MKT 455	E-tailing and Retailing	3
MKT 458	Advertising	3
MKT 463	Digital Analytics&Content Marketing	3
Select two courses from the following:		6
DS 310	Data Mining for Bus Intel	
ISM 321	Database Systems I	
ISM 371	IT Strategy: Disrupting Norms	
ISM 382	Advanced Computer Applications	
MKT 382	Understanding Customers	
MKT 402	Marketing Management	
MKT 457	Glbl Mrkting&Consumr Cultre	
MKT 460	Digital Communication Strategy	
Total Credit Hours		**21**

Digital Marketing Minor

Code	Title	Credit Hours
MKT 352	Mktg Principles and Policies	3
MKT 363	Digital Consumer Srch&Mktg	3
MKT 463	Digital Analytics&Content Marketing	3
Select two courses from the following:		6
MKT 454	Marketing Research	
MKT 455	E-tailing and Retailing	
MKT 458	Advertising	
MKT 498	Research: Marketing	
Total Credit Hours		**15**

Learning Goals

The following Learning Goals have been developed by the faculty in the College of Business. These goals describe what we want all of our students to know and be able to accomplish upon graduation.

1. Students will be knowledgeable about the business disciplines.
2. Students will be effective communicators.
3. Students will be effective team members.
4. Students will be competent in the application of technology.
5. Students are able to understand and integrate knowledge across diverse disciplines, cultures, and context.
6. Students will demonstrate critical thinking skills to solve business problems.