

# DIGITAL MARKETING & ANALYTICS

## School of Business Minor Plan of Study

**Open to:** Business and Non-Business majors at the University of Connecticut, with the exception of Marketing majors.

**Important notes:** Students may earn only one minor offered by the School of Business. Non-Business majors are limited to enrolling in no more than 24 credits of 3000 and 4000-level coursework offered by the School of Business.

**Course availability:** Students may use the online permission number request form ([www.business.uconn.edu/pnumber](http://www.business.uconn.edu/pnumber)) when unable to self-enroll in a course used for the minor, noting all pre-requisites must be met to be granted permission to take a course. Access to courses is on a space-available basis, and the School of Business is unable to guarantee completion of a minor.

**Requirements:** Complete **four (4)** 3-credit, 3000/4000 level BADM/MKTG courses (12 total credit hours) as outlined below. BADM/MKTG 3661 and BADM/MKTG 3665 must be taken in residence at the University of Connecticut. A minimum of 9 credits for this minor must be earned in residence at the University of Connecticut (Education Abroad courses may not be used to meet this residency requirement).

- Non-Business majors take the BADM versions of the courses below; Business majors take the MKTG versions of the courses below
- Complete the following **three (3) courses**:
  - BADM 3750 (or MKTG 3101) Introduction to Marketing Management (*taken Junior year*)
  - BADM 3661 (or MKTG 3661) Marketing and Digital Analytics (*must be taken at UConn*)
  - BADM 3665 (or MKTG 3665) Digital Marketing (*must be taken at UConn, formerly offered as BADM 3755*)
- Complete **one (1) course** from the following list:
  - BADM 3452 (or MKTG 3452) Professional Selling (*formerly offered as BADM 3752*)
  - BADM 3625 (or MKTG 3625) Integrated Marketing Communications in the Digital Age
  - BADM 3757 (or MKTG 3757) Strategic Brand Management
  - BADM 4891 (or MKTG 4891) A Marketing Department approved digital marketing/analytics internship
- A **“C” (2.0) grade or better in each course** to be counted towards the minor.

**Suggested Timeline for Completion of Courses:** Complete all pre-requisites for BADM 3750/MKTG 3101 (see [catalog.uconn.edu](http://catalog.uconn.edu)) by the end of the 4<sup>th</sup> semester; BADM 3750/MKTG 3101 in the 5<sup>th</sup> semester due to limited seating; BADM/MKTG 3665 in the 6<sup>th</sup> semester, BADM/MKTG 3661 in Fall of the 6<sup>th</sup> or 7<sup>th</sup> semester; BADM/MKTG 3452, 3625, 3757, and 4891 can be taken in any term after the pre-requisites are met.

Name: \_\_\_\_\_ Student ID# \_\_\_\_\_

Email: \_\_\_\_\_@uconn.edu Anticipated Graduation Date (mo/yr): \_\_\_\_/\_\_\_\_

Major: \_\_\_\_\_ Phone: (\_\_\_\_) \_\_\_\_\_

Student Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Please list grades and course information for classes used to satisfy the minor.**

*If you are currently enrolled in a course or courses required for this minor, please list “IP” for “in progress” in lieu of a grade.*

Grade	Dept.	No.	Course Title	
_____	BADM	3750	Introduction to Marketing Management	<b>OR</b>
_____	<u>MKTG</u>	<u>3101</u>	<u>Introduction to Marketing Management</u>	
_____	<u>BADM/MKTG</u>	<u>3661</u>	<u>Marketing and Digital Analytics</u>	
_____	<u>BADM/MKTG</u>	<u>3665</u>	<u>Digital Marketing</u>	
_____	_____	_____	_____	

**Instructions for submitting this Plan of Study** [Updated 2017]:

- Submit this plan as soon as you have registered for all required coursework (no later than the first four weeks of the semester in which you intend to graduate).
- Attach an UNOFFICIAL TRANSCRIPT with your signed plan of study. Highlight the business courses you are using to complete the minor on your unofficial transcript, ensuring you earned a C or better in each.
- Bring to the Office of Undergraduate Advising in BUSN 248, or email [undergrad@business.uconn.edu](mailto:undergrad@business.uconn.edu).
- Allow two to four weeks for processing. You will know it has been processed when you see the minor listed under your programs on StudentAdmin.
- Once your minor is processed and reflecting in StudentAdmin, run your Academic Advisement Report and **submit your electronic Plan of Study** (you can only do this after you have applied to graduate). If you already submitted it once for your major, you may submit it again at this time for your minor.

**For office use only:**

- Approve                       Deny  
 Updated in StudentAdmin

Date: \_\_\_\_\_ Initials: \_\_\_\_\_