

# UNDERGRADUATE MINOR IN DIGITAL MARKETING & ANALYTICS

## Become a Digital Marketing Leader



UConn’s Marketing Department gives you the solid training you need to excel in digital marketing and analytics. Broaden your experience with faculty internationally recognized for their expertise in digital marketing and analytics. Highlights of the Digital Marketing & Analytics Concentration and Minor include:

- A comprehensive approach that includes digital products and services, dynamic pricing, online distribution, social media and digital communication. Learn to think strategically about digital marketing and analytics.
- Research-based insights that support your learning.
- An emphasis on the critical thinking, communication, and data-driven analytical approaches that leading businesses want.

For more information visit [business.uconn.edu/minors](https://business.uconn.edu/minors)

### POLICIES

- A minimum of 9 credits required 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.
- <sup>R</sup> **Residence Requirement:** MKTG/BADM 3661 and MKTG/BADM 3665 must be taken in residence at the University of Connecticut.

### REQUIREMENTS

RECOMMENDED COURSE SEQUENCE	BUSINESS MAJORS	NON-BUSINESS MAJORS
Junior—1st Semester	MKTG 3101 Intro to Marketing Management	BADM 3750 Intro to Marketing Management
Junior—2nd Semester	MKTG 3661 <sup>R</sup> Digital Marketing	BADM 3661 <sup>R</sup> Digital Marketing
Senior—1st Semester	MKTG 3665 <sup>R</sup> Marketing & Digital Analytics	BADM 3665 <sup>R</sup> Marketing & Digital Analytics
Senior—2nd Semester	Choose one: <ul style="list-style-type: none"> <li>• MKTG 3625 Integrated Marketing Communications in the Digital Age</li> <li>• MKTG 3757 Strategic Brand Management</li> <li>• MKTG 3452 Professional Selling</li> <li>• MKTG 4891 Internship</li> </ul>	Choose one: <ul style="list-style-type: none"> <li>• BADM 3625 Integrated Marketing Communications in the Digital Age</li> <li>• BADM 3757 Strategic Brand Management</li> <li>• BADM 3452 Professional Selling</li> <li>• BADM 4891 Internship</li> </ul>

Seek permission numbers at: [undergrad.business.uconn.edu/forms](https://undergrad.business.uconn.edu/forms)