

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.

Open to Business and non-Business students. For more information visit 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.
- ^RResidence Requirement: MKTG/BADM 3661 and MKTG/BADM 3665 must be taken in residence at the University of Connecticut.
- Students may earn only one minor in business disciplines. A student may earn a second minor if it is offered jointly by the School of Business and another School or College, and all coursework used to satisfy that second minor is from non-Business coursework. View the University Catalog for additional details and limitations.
- Non-Business majors may attempt no more than 18 credits (approximately 6 courses) of 3000/4000-level coursework offered by the School of Business, which includes work transferred in as equivalent to courses offered by the School of Business. View the University Catalog for additional details.
- Students may use the online permission number request form 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.
- Unless a higher standard is noted in the description of a specific minor program, completion of a minor requires that a student earn a “C” (2.0) grade or better in each of the required courses for that minor.

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 ^R Marketing & Digital Analytics	BADM 3661 ^R Marketing & Digital Analytics
Senior—1st Semester	MKTG 3665 ^R Digital Marketing	BADM 3665 ^R Digital Marketing
Senior—2nd Semester	One additional 3000/4000-level MKTG course	One additional 3000/4000-level MKTG course

Seek permission numbers at: undergrad.business.uconn.edu/forms