Digital Marketing & Analytics

UNDERGRADUATE **CONCENTRATION** FOR MARKETING MAJORS
UNDERGRADUATE **MINOR** FOR BUSINESS(NON-MARKETING) MAJORS
UNDERGRADUATE **MINOR** FOR NON-BUSINESS STUDENTS

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 at the #1 undergraduate public business program in New England* 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 www.business.uconn.edu/dma

REQUIREMENTS

RECOMMENDED COURSE SEQUENCE	REQUIRED COURSE WORK	BUSINESS MAJORS	NON-BUSINESS MAJORS
Junior - 1st or 2nd Semester	Introduction to Marketing Management	MKTG 3101	BADM 3750
Junior - 2nd Semester or Senior - 1st Semester	Digital Marketing	MKTG 3665	BADM 3665
Senior - Fall Semester	Marketing & Digital Analytics	MKTG 3661	BADM 3661
Junior - 2nd Semester or Senior - 1st or 2nd Semester	Marketing Electives • Integrated Marketing Communication in the Digital Age • Strategic Brand Management • Professional Selling • Field Study Internship	Choose 1 • MKTG 3625 • MKTG 3757 • MKTG 3452 • MKTG 4891	Choose 1* • BADM 3625 • BADM 3757 • BADM 3752 • BADM 4891