

Digital Marketing & Analytics

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. Take classes 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 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

DIGITAL MARKETING & ANALYTICS MINOR REQUIREMENTS

REQUIREMENTS FOR BADM 3750 AND MINOR

(BADM 3750 is the entry course for the minor; courses listed below are required for BADM 3750, and should be completed in freshman and sophomore years.)

Quantitative Competency

- Choose 1: MATH 1070Q & 1071Q or 1131 & 1070/1132, or 1125,1126 & 1132/1070
- Choose 1: STAT 1000Q or 1100Q

Content Area 2: Social Science

- Choose 1: ECON 1200 or 1201 & 1202

Elective credits

- ACCT 2001 (required)
- ENGL 1010, or 1011, or 2011 (required)

RECOMMENDED COURSE WORK

Content Area 3: Science & Technology

- PSYC 1100

REQUIRED SCHOOL OF BUSINESS COURSE WORK

(Junior and Senior Years)

Required:

- BADM 3750 - Introduction to Marketing Management^a
- BADM 3755 - Digital Marketing
- BADM 3661 - Marketing & Digital Analytics^b

Choose 2:

- BADM 3625 - Integrated Marketing Communications in the Digital Age
- BADM 3757 - Strategic Brand Management
- BADM 3752 - Professional Selling
- BADM 4891 - Field Study Internship^c
- One additional 3-credit 3000/4000 level School of Business elective

^a Seating for BADM 3750 is limited. Interested students should request to enroll in their 5th semester or in the summer term after their 4th semester. General education requirements should be completed by the end of the 4th semester.

^b COMM 3000Q or another research methods course is *strongly recommended* as preparation for this course. BADM 3661 offered Spring Semester only.

^c Pre-approval of internship is required. Please contact Bill Ryan, bryan@business.uconn.edu.