**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](http://www.business.uconn.edu/dma)

### RECOMMENDED COURSE SEQUENCE

**REQUIRED COURSE WORK**

<table>
<thead>
<tr>
<th>COURSE SEQUENCE</th>
<th>BUSINESS MAJORS</th>
<th>NON-BUSINESS MAJORS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Junior - 1st or 2nd Semester</strong></td>
<td>Introduction to Marketing Management</td>
<td>MKTG 3101</td>
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<tr>
<td><strong>Junior - 2nd Semester or Senior - 1st Semester</strong></td>
<td>Digital Marketing</td>
<td>MKTG 3665</td>
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<tr>
<td><strong>Senior - Fall Semester</strong></td>
<td>Marketing &amp; Digital Analytics</td>
<td>MKTG 3661</td>
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| **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 3452  
  • BADM 4891 |

*US News & World Report 2014; Bloomberg Business Week 2013  
*Updated 1/11/2016