

# DIGITAL MARKETING AND ANALYTICS MINOR

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The minor is designed to offer a basic understanding of digital marketing and analytics topics. This minor is not available to Marketing or Marketing Management majors.

## Requirements

Four 3-credit 3000/4000 level MKTG (BADM) courses are required. Business students should register for the MKTG sections; non-business students should register for the BADM sections.

The four required courses are:

Course	Title	Credits
MKTG 3101/ BADM 3750	Introduction to Marketing Management	3
MKTG/BADM 3661	Marketing and Digital Analytics <sup>1</sup>	3
MKTG/BADM 3665	Digital Marketing <sup>1</sup>	3
One 3000/4000-level MKTG course		3
<b>Total Credits</b>		<b>12</b>

<sup>1</sup> Must be taken in residence at the University of Connecticut.

A minimum of nine credits 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.

## Additional Details

Students must meet all prerequisites before registering for a course. Access to courses for this minor is on a space available basis, and the School of Business cannot guarantee completion of this minor. Students may require departmental permission to register for courses in the minor.

Refer to the School of Business section of this catalog for restrictions on Business minors and limits on the number of Business courses available to non-Business students.

The minor is offered by the School of Business (<https://www.business.uconn.edu/>).