VT | PAMPLIN COLLEGE OF **BUSINESS** VIRGINIA TECH

Department of Marketing Management
Digital Marketing Strategy Minor
For students graduating calendar year 2022
and for student date of entry under UG catalog 2020-2021

Application to the minor in Digital Marketing Strategy is open to all university students with at least a 2.50 GPA and at least 24 credit hours at Virginia Tech. Applicants should present the attached form to the Associate Dean for Undergraduate Programs, 1046 Pamplin Hall. Admission decisions will be made as applications are received. Applicants should receive a response, in writing, within two weeks of the decision.

In addition to fulfilling the requirements of their individual majors, students must complete the minor with at least a 2.0 GPA in the 21 credit hours required for the minor. The minor will be noted on the student's transcript.

Name _____ Student ID (Last Four Numbers) _____

Current Address _____

Major _____ Classification (So, Jr, Sr) _____

Phone _____ Overall GPA _____

E-mail _____ Estimated Graduation Date _____

Please enter information on any courses taken to date.

		Credits	Grade	Term Taken
I.	**REQUIRED COURSES (18 credit hours)**			
	MKTG 3104: Marketing Management	3	_____	_____
	MKTG 4154: Marketing Research (Pre: MKTG 3104, BIT 2405-2406)	3	_____	_____
	MKTG 4204: Consumer Behavior (Pre: MKTG 3104)	3	_____	_____
	MKTG 4254: Product and Price Management (Pre: MKTG 3104, 4154, 4204)	3	_____	_____
	MKTG 4264: Analytics for Marketing (Pre: MKTG 3104, 4154, 4204)	3	_____	_____
	MKTG 4304: Marketing Communications (Pre: MKTG 3104, 4204)	3	_____	_____

		Credits	Grade	Term Taken
II.	**ELECTIVE COURSE (choose one – 3 credit hours - see below)**			
	Please enter dept., number, title			
	_____	3	_____	_____

ELECTIVE COURSE OPTIONS:

ART 4534: Topics in Applied Art and Design Studio
ART 4504: Topics in Multimedia Studio
BIT 3424: Introduction to Business Analytics Modeling
BIT 3434: Advanced Modeling for Business Analytics
BIT 3444: Advanced Business Computing and Applications
BIT 3514: Systems Analysis & Design
BIT 3524: Database Management & Design
BIT 4444: Web-Based Decision Support Systems
BIT 4454: Business Analysis Seminar in IT
BIT 4474: Global Operations and Information Technology
BIT 4544: Advanced Methods in Business Analytics
CHE/MKTG 4144: Business and Marketing Strategies for the Process Industries
CMST 3064: Persuasion
CMST 3124: Interpersonal Communication
CS/CMDA 3634: Computer Science Foundations for Computational Modeling & Data Analytics

CS/CMDA/STAT 3654: Introductory Data Analytics & Visualization
CS 3704: Intermediate Software Design and Engineering
CS 3714: Mobile Software Development
CS 3724: Introduction to Human-Computer Interaction
CS/ECE 4570: Wireless Networks and Mobile Systems
CS 4604: Introduction to Database Management Systems
CS 4644: Creative Computing Studio
CS 4784: Human-Computer Interaction Capstone
ESM 4015-4016: Creative Design and Project I, II
HTM 4354: IT and Social Media in HTM
JMC 4264: Social Media Theory & Practice
SBIO 3124: Paper and Paperboard Packaging
SBIO 3445-3446: Entrepreneurial Wood Design and Innovation
SBIO 4024: Packaging Design for Global Distribution

Student _____

Student Signature

Date _____

Approved _____

Director, Digital Marketing Strategy Program

Date _____

Revised January 2020

GENERAL INFORMATION:

Minimum GPA Requirements: Students must complete the minor with at least a 2.0 in the 21 credit hours required for the minor.

Prerequisite Requirements: Some of the courses listed on this checksheet have prerequisites, please consult the University Course Catalog or check with academic advisor regarding prerequisites.

Major and Minor Courses: No more than 50% of the graded course credits required for the Minor in Digital Marketing Strategy may be double-counted by a student also enrolled in non-marketing business degree