

**Digital Marketing Minor (DIGM) and Certificate (DIGM)**  
(printed from [www.business.fau.edu/advising](http://www.business.fau.edu/advising))

The Digital Marketing minor and certificate are jointly offered by the Department of Information Technology and Operations Management and the Department of Marketing. These programs enhance the qualifications of students pursuing careers in fields related to business, marketing and information technologies. Students acquire knowledge and skills in online and digital business and digital product delivery, as well as in developing, analyzing and enhancing a company's presence on the web and in social networking. Professions and majors benefiting from the minor and certificate include marketing, business development, business strategy, information technology, management information systems and others.

**The minor is available to all undergraduate degree-seeking students.** For non-Business majors, waiver of prerequisites will be made on a case-by-case basis. A maximum of one course (3 credits) in the Digital Marketing minor may count toward other Business major requirements. A minimum of two courses (6 credits) must be exclusive to the minor. For exceptions, a petition should be submitted to the ITOM Department Chair or the Department of Marketing Chair.

**The certificate is available to degree-seeking students, non-degree students and working professionals.** Students pursuing the certificate may apply for it in the College of Business Office of Student Academic Services upon successful completion of the coursework below. College of business certificates require 100% residency: all courses must be taken at FAU.

Students cannot obtain both a certificate and a minor. Both programs require 12 credits each, with minimum grades of "C" required in all courses for the minor and certificate. For the minor, at least 9 of the 12 credits must be earned from FAU.

**Required Courses**

Marketing Research and Information Systems	MAR 4613 (Pre: STA 2023 and MAR 3023)
Digital Marketing	MAR 4721 (Pre: MAR 3023 and ISM 3011)

**and TWO of the following four courses:**

Social Media Innovation	ISM 3007
Contemporary Issues of Digital Data Mgmt	ISM 4041
Social Media and Web Technologies	ISM 4054 (Pre: ISM 3011)
Social Media and Web Analytics	ISM 4420

**Timely Graduation for Undergraduate Students:**

All Students must understand that credits earned in excess of those hours required for the degree may be subject to the Excess Hours Surcharge mandated by the State of Florida. The addition of a minor or additional course to their academic portfolio may sound appealing, but it also might result in considerable additional expense and a delay in degree completion.