

Digital Marketing Minor or Certificate (DIGM)

Through the Digital Marketing minor or certificate, 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.

Required Courses: 12 credits (Minimum Grade “C”)

Course Title	Prefix & Number	Pre-requisites* (Minimum Grade of “C”)
Marketing Research & Info. Systems	MAR4613	60 credits; STA2023 & MAR3023
Digital Marketing	MAR4721	60 credits; MAR3023 & ISM3011
Choose TWO of the following: Social Media Innovation Contemp. Issues Digital Data Mgmt Social Media & Web Technology Social Media & Web Analytics	Choose TWO : ISM3007 ISM4041 ISM4054 ISM4420	ISM3011

Pre-requisites: 18 credits (Minimum Grade “C”)

All business majors and most other students will need to complete all of the following pre-requisites to complete the minor or certificate. For non-business majors, a waiver of pre-requisites will be considered on a case-by-case basis via a College of Business Form 1 petition.

Course Title	Prefix & Number	Pre-requisites* (Minimum Grade of “C”)
Macroeconomics	ECO2013	30 credits
Microeconomics	ECO2023	30 credits
Statistics	STA2023	MGF1106 or MAC1105 or ALEKS score 40
Information System Fundamentals	ISM2000	
Marketing Management	MAR3023	60 cr (54 cr w/advisor approval); ECO2013 & ECO2023
Management Information Systems	ISM3011	60 credits; ISM2000

*Some courses may require students to be declared in a business major or to receive authorization from an advisor if not a business major.

Additional Requirements

The **minor is open to degree-seeking students** and allowed upon successful completion of the course work above and the simultaneous successful completion of a **bachelor’s degree**. A maximum of 3 credits used for the minor may count toward other business major requirements. A minimum of 6 credits must be exclusive to the minor. A minimum of 9 credits for the minor must be taken at FAU.

The **certificate is open to all students**. College of Business certificates require 100% residency: all courses must be taken at FAU. For degree seeking students, a certificate application must be completed and processed before graduation. If all certificate courses were completed with, or before, your degree then a certificate cannot be processed after your degree is awarded.

Students cannot obtain both the certificate and the minor.

Timely Graduation

Minors and certificates should be considered an optional direction for elective credits. Students may not add a minor or certificate without permission from a COB advisor (and main college advisor if different). Students are generally not permitted to add a minor/cert after earning 90 credit hours or if completing it will result in an Excess Hour Surcharge.

Maximum Course Attempts

FAU counts a “course attempt” as any time a student is enrolled in a course (at any institution) and earns either a grade or a “W”. FAU COB students may not attempt any course more than twice; **third attempts are not permitted**.

The FAU Catalog is the official source for information about these requirements.

<http://www.fau.edu/academic/registrar/FAUcatalog/>