

DIGITAL MARKETING, MINOR

Why Take This Minor?

Students take a Digital Marketing minor to complement their major by developing the following abilities:

- Create Key Performance Indicators (KPIs) and perform key insight analysis to better understand digital marketing data today.
- Discover the hottest techniques to successfully plan, predict, and manage digital marketing campaigns.
- Analyze the effectiveness of social media, marketing campaigns, SEO, SEM, emails and mobile marketing.
- Use quantitative, qualitative and competitive tools to derive actionable insights.
- Explore the vital role of analytics in businesses' online marketing efforts and develop digital marketing campaign for a real client based on the analytical reports.

As part of the coursework, students will earn Google's search and analytics platform certifications, as well as Hubspot's social media strategy certification.

Required for Graduation

- Courses
 - 6
- Credits
 - 18

Requirements

Code	Title	Credits
BUS 204	Principles of Marketing with Applications	3
Select any two from the following:		6-7
BUS 100	Business Perspectives	
ECN 150	Introductory Macroeconomics: The U.S. in the Global Economy I	
BUS 203	Organizational Behavior and Skill Development	
BUS 205	Business Systems for Analytics	
BUS 206	Financial Markets and Institutions: Principles and Applications	
Select two of the following:		6
MKT 306	Internet Marketing	
MKT 311	Applied Digital Marketing Analytics	
MKT 370	Special Topics	
Select one of the following:		3
MKT 302	Advertising and Promotional Management	
MKT 371	Consumer Behavior	
MKT 312	Mobile MKT & Social Media	
DART 230	Intro to Web Design and Development	
COM 338	Social Media	
Total Credits		18-19

Recommended Course Sequence

Code	Title	Credits
Freshmen year (year 1)		
BUS 100	Business Perspectives	4
ECN 150	Introductory Macroeconomics: The U.S. in the Global Economy I	3
Sophomore year (year 2)		
BUS 204	Principles of Marketing with Applications	3
Sophomore, Junior, or Senior year (year 2 – 4)		
MKT 306	Internet Marketing	3
MKT 311	Applied Digital Marketing Analytics	3
MKT 370	Special Topics	3
MKT 302	Advertising and Promotional Management	3
MKT 371	Consumer Behavior	3
MKT 312	Mobile MKT & Social Media	3
DART 230	Intro to Web Design and Development	3
COM 338	Social Media	3
Total Credits		34

Program Contact Information

Dr. Meghan Pierce
 Associate Professor and Chair
 Department of Marketing, Management & Leadership
 Founders' Hall 330
 piercem@lasalle.edu (<https://catalog.lasalle.edu/undergraduate/business/mangement-marketing-leadership/digital-marketing-minor/piercem@lasalle.edu>)
 (215) 951-1493