

DIGITAL MARKETING, MINOR

Why Take This Minor?

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

- Ability to create Key Performance Indicators and perform Key Insight Analysis to better understand digital marketing data today.
- Ability to discover the hottest techniques to successfully plan, predict, and manage digital marketing campaigns.
- Ability to analyze the effectiveness of social media, marketing campaigns, SEO, SEM, emails and mobile marketing.
- Ability to use quantitative, qualitative and competitive tools to derive actionable insights.
- Ability to 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 a 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. Swee-Lim Chia, Co-Chairperson
 chia@lasalle.edu
 Founders' Hall 331
 215.951.1627

Dr. Pingjun (June) Jiang, Co-Chairperson
 jiang@lasalle.edu
 Founders' Hall 634
 215.951.1728