



Application to the minor in Digital Marketing Strategy is open to all university students (with the exception of Marketing majors) 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.**

**I. REQUIRED COURSES (18 credit hours)**

	Credits	Grade	Term Taken
MKTG 3104: Marketing Management	3	_____	_____
MKTG 3164: Introduction to Digital Marketing Strategy	3	_____	_____
MKTG 4154: Marketing Research (Pre: MKTG 3104, BIT 2405-2406)	3	_____	_____
MKTG 4204: Consumer Behavior (Pre: MKTG 3104)	3	_____	_____
MKTG 4264: Analytics for Marketing (Pre: MKTG 3104, 4154, 4204)	3	_____	_____
MKTG 4304: Marketing Communications (Pre: MKTG 3104, 4204)	3	_____	_____

**II. ELECTIVE COURSE (choose one – 3 credit hours - see below)**

Please enter dept., number, title	Credits	Grade	Term Taken
_____	3	_____	_____

**ELECTIVE COURSE OPTIONS:**

- |  |  |
|--|--|
| ART 4534: Topics in Applied Art and Design Studio                                      | CS 3704: Intermediate Software Design and Engineering                |
| ART 4504: Topics in Multimedia Studio  | CS 3714: Mobile Software Development                                 |
| BIT 3424: Introduction to Business Analytics Modeling                                  | CS 3724: Introduction to Human-Computer Interaction                  |
| BIT 3434: Advanced Modeling for Business Analytics                                     | CS/ECE 4570: Wireless Networks and Mobile Systems                    |
| BIT 3444: Advanced Business Computing and Applications                                 | CS 4604: Introduction to Database Management Systems                 |
| BIT 3514: Systems Analysis & Design  | CS 4644: Creative Computing Studio                                   |
| BIT 3524: Database Management & Design   | CS 4784: Human-Computer Interaction Capstone                         |
| BIT 4444: Web-Based Decision Support Systems   | ESM 4015-4016: Creative Design and Project I, II                     |
| BIT 4454: Business Analysis Seminar in IT  | HTM 4354: IT and Social Media in HTM                                 |
| BIT 4474: Global Operations and Information Technology                                 | JMC 4264: Social Media Theory & Practice                             |
| BIT 4544: Advanced Methods in Business Analytics                                       | MKTG 4254: Product and Price Management (Pre: MKTG 3104, 4154, 4204) |
| CHE/MKTG 4144: Business and Marketing Strategies for the Process Industries            | MKTG 4604: Retail Management (Pre: MKTG 3104)                        |
| CMST 3064: Persuasion  | SBIO 3124: Paper and Paperboard Packaging                            |
| CMST 3124: Interpersonal Communication   | SBIO 3445-3446: Entrepreneurial Wood Design and Innovation           |
| CS/CMDA 3634: Computer Science Foundations for Computational Modeling & Data Analytics | SBIO 4024: Packaging Design for Global Distribution                  |
| CS/CMDA/STAT 3654: Introductory Data Analytics & Visualization                         |  |

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Student _____	_____
Student Signature	Date
Approved _____	_____
Director, Digital Marketing Strategy Program	Date

APPROVED  
UNIVERSITY REGISTRAR

**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 or restrictions, please consult the University Course Catalog or check with Pamplin Undergraduate Programs regarding prerequisites and restrictions.

**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