

Advertising and Digital Media Minor

Program Description

Advertising and Digital Media focuses on activities that include consumers as participants. The primary emphasis is on promotions and includes two-way communication as well as digital, mobile, multi-, and traditional media.



This program is a part of the Michael J. Coles College of Business.

Admission, Enrollment, and Graduation Policies

Admission Requirements

This program does not have specific admission requirements and only Admissions to Kennesaw State University is required.

Graduation Requirements

Each student is expected to meet the requirements outlined in the Academic Policies: 5.0 PROGRAM REQUIREMENTS & GRADUATION.

Program Course Requirements

Required Courses (9 Credit Hours)

- MKTG 3100: Principles of Marketing
- MKTG 4520: Social Media Marketing
- MKTG 4650: Advertising

Electives (6 Credit Hours)

Select one of the following:

- MKTG 4570: Advanced Social Media Marketing
- MKTG 4670: Promotional Strategy

Select one of the following not already taken:

- MKTG 4570: Advanced Social Media Marketing
- MKTG 4666: Marketing for Entrepreneurs
- MKTG 4670: Promotional Strategy

- MKTG 4880: Hospitality and Tourism Marketing

Program Total (15 Credit Hours)