

NEW MEDIA AND MARKETING (MINOR)

Minor in New Media and Marketing

Unit: College of Business (<http://business.louisville.edu/>)

Academic Plan Code(s): NMM_MINOR

The College of Business offers a minor in New Media and Marketing open to students at the University of Louisville. Digital marketing and communication channels are ubiquitous in today's world. Incorporating a digital component has become a best practice of all modern marketing, communication, and public relations plans that is increasingly accessible to companies and organizations of any size. This has resulted in the emergence of numerous career possibilities for individuals in digital, or "new", media and marketing.

To be admitted to the minor in New Media and Marketing and be permitted to pursue the program core coursework, a student must have completed fifty-one (51) or more semester hours with a cumulative grade point average of 2.5 or higher. Students must complete prerequisites for the minor's core courses and earn a GPA of 2.5 or higher in those prerequisites in order to pursue the Marketing Core. A formal application to the minor is required upon completion of program prerequisites.

Program Requirements

Code	Title	Hours
MKT 301	Principles of Marketing	3
MKT 395	Digital Marketing Strategy	3
COMM 342	Introduction to Strategic Communication	3
MKT 342	Social Media I	3
or COMM 333	From Viral to Vital: Building Effective Social Media Strategies	
Marketing electives: Select 3 credit hours from the list below		3
MKT 203	Artificial Intelligence (AI) in the Marketplace	
MKT 290	Emerging Topics in Marketing (Short Form Marketing)	
MKT 341	Promotion and Brand Management	
MKT 345	Direct Marketing	
MKT 350	Consumer Behavior	
MKT 352	Social Media II	
MKT 400	Advanced Marketing Topics	
MKT 402	Business of Advertising	
MKT 499	Independent Study in Marketing	
Communication electives: Select 6 credit hours from the list below		6
COMM 208	Principles in Client and Agency Dynamics	
COMM 238	Introduction to Film Production	
COMM 301	Special Topics in Communication	
COMM 307	AI and Digital Communication	
COMM 335	Digital Media Production	
COMM 340	Storytelling with Data Visualization	
COMM 343	Photography and Cinematography Production	
COMM 344	Strategic Communication Writing - WR (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	
COMM 346	Strategic Media Management	

COMM 353	Podcast: Digital Storytelling
COMM 360	Web Site Development
COMM 370	Development, Design, and Digital Publishing
COMM 417	Senior Communication Internship - CUE (https://catalog.louisville.edu/undergraduate/general-education-requirements/)
COMM 442	How Artificial Intelligence is Shaping the Future of Communication - CUE (https://catalog.louisville.edu/undergraduate/general-education-requirements/)
COMM 445	Strategic Communication Campaigns - CUE (https://catalog.louisville.edu/undergraduate/general-education-requirements/)
COMM 460	Special Topics in Communication Studies

Minimum Total Hours

21