

DIGITAL CONSUMER ENGAGEMENT, MINOR

The Digital Consumer Engagement Minor equips students with the technical knowledge, skills, and abilities to succeed in today's digital consumer workplace and home. Consumers are increasingly engaged in digital communications and online communities in their homes, workplaces, and markets. The Digital Consumer Engagement curriculum prepares students for these transactions and the quickly-changing markets in which they occur.

| Code and Title | Hours |
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| CSM 101 or Introduction to Digital Tools | 3 |
| CS 102 Computer Applications | |
| CSM 440 Max Social Media Mktg | 3 |
| CSM 441 Consumer Communications * | 3 |
| CSM 443 or | 3 |
| CSM 381 Consumer Marketing Management | |
| CSM 447 Advanced Digital Tools | 3 |
| *may also count towards CA Concentration | |
| Total Hours | 15 |