This minor allows students to gain some business and communications career skills in the field of digital media to supplement their non-business major.

**General requirements**

1. Undergraduate students must declare this minor before completing 75 credit hours. Requirements are satisfied by **completing 18 credits of related courses** offered by College of Business and Harrington School of Communication and Media. For this minor, students must have the approval of the Dean of College of Business, the Dean of Harrington School of Communication and Media, and their academic dean. The minor will be listed on the student’s academic record after graduation.

2. **A minimum grade point average of 2.0** must be earned in the 18 credits for minor.

3. At least three courses for the minor must be taken at The University of Rhode Island.

4. **No course may apply to both the major and minor fields of study.** Courses in the minor may not be taken under the pass-fail option.

5. **Because business students must be accommodated first, approval of this minor does not guarantee space in BUS 365, 465, 467 or 475 during any specific semester. Taking these courses in summer is advised.**

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**Course requirements**

1. **BUS 365: Principles of Marketing**

2. **One course** from the following:
   - BUS 465: Marketing Communications
   - BUS 467: Customer Analytics
   - BUS 475: Social Media for Marketing

3. **Four courses** from the following:
   - BUS 465: Marketing Communications
   - BUS 467: Customer Analytics
   - BUS 475: Social Media for Marketing
   - COM 246: New media and Society
   - COM 271: Web Design and Programming
   - COM 340: Electronic Media Programming
   - COM 346: Social/Cultural Aspects of Media
   - COM 354: International Business Communications Exchange
   - COM 442: Strategic Media Communication
   - COM 445: Media Advertising
   - COM 446: Media Theory
   - COM 447: Entertainment Media Research
   - FLM 351: Topics in Film Media Production
   - FLM 352: YouTube FLM
   - FLM 445: Advance Topics in Film

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1 Cannot be used to satisfy both course requirement 2 and 3.

09/17/18