

**College of Business  
Business of Digital Media Minor (2023)**

**REQUIREMENTS FOR BUSINESS OF DIGITAL MEDIA MINOR ARE:**

1. Undergraduate students should declare *Business of Digital Media* as a minor field of study the semester when the student expects to complete 75 credit hours. Requirements are satisfied by completion of the 18 credits of related studies offered by the College of Business and the Harrington School of Communications and Media.
2. A minimum average of 2.0 must be earned in the 18 credits required for the minor.
3. Please note that at least one of the courses must be a course that requires MKT265 as a prerequisite and that at least 3 courses for the minor must be earned at the University of Rhode Island.
4. **Because business and communications students must be accommodated first, approval of a minor does not guarantee space in courses. Taking these courses in summer is strongly recommended.**

Student's Name (print)	Major	Email
ID Number	Graduation Date (mm/yyyy)	

**1. Select 5 or 6 courses, to add to 18 credits and include at least one of the following:**

		<u>Grade Earned or TBD</u>
MKT 465*	Marketing Communications	_____
MKT 467*	Customer Analytics	_____
MKT 475*	Social Media for Marketing: Analytics & Strategy	_____
BAI 476*	Machine Learning for Business Intelligence	_____

**2. And 4 or 5 total additional courses (the course above does not count twice, 18 credits total)**

BAI457	Visualizing Data for Business Intelligence	_____
BAI476*	Machine Learning for Business Intelligence	_____
MKT 465*	Marketing Communications	_____
MKT 467*	Customer Analytics	_____
MKT 475*	Social Media for Marketing: Analytics & Strategy	_____
COM 246	New Media and Society	_____
COM 271	Web Design and Programming	_____
COM 340	Electronic Media Programming	_____
COM 346	Social and Cultural Aspects of Media International	_____
COM 354	Business Communications Exchange Dynamic	_____
COM 372	Web Design and Programming Strategic Media	_____
COM 442	Communication	_____
COM 445	Media Advertising	_____
COM 446	Media Theory	_____
COM 447	Entertainment Media Research	_____
FLM 110	Intro to Film Media Production	_____
FLM 351	Topics in Film Media Production	_____
FLM 352	Topics in Film Media Critical Studies	_____
WRT 227	Business Communications	_____
WRT 235	Digital Writing & Rhetoric	_____
WRT 495	Advanced Writing & Rhetoric	_____

\* MKT265 is a prerequisite

College of Business Dean	Date
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Student's Dean	Date
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**Prerequisite(s) which must be met.**