

College of Business
Business of Digital Media Minor



This 18-credit formalized minor is designed to provide both business and non-business students with essential digital media and business-related skills to complement their primary field of study.

REQUIREMENTS FOR THE BUSINESS OF DIGITAL MEDIA MINOR ARE:

- Undergraduate students should declare **Business of Digital Media** as a minor field of study the semester in which 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.
- A minimum average of 2.0 must be earned in the 18 credits required for the minor.
- At least 3 courses for the minor must be earned at the University of Rhode Island.
- At least 12 of the 18 credits (4 courses) must be at the 200-level or above.
- 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.
- 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.**
- If you have not completed all 18 required credits, include all courses taken/planned to take along with the respective semester.*

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

Select six (6) courses adding to 18 credits and include at least one of the following:

	<u>Grade</u>	<u>Credits</u>	<u>Semester Taken</u>
MKT 465* Marketing Communications	_____	_____	_____
MKT 467* Customer Analytics	_____	_____	_____
MKT 475* Social Media for Marketing: Analytics and Strategy Machine	_____	_____	_____
BAI 476* Learning for Business Intelligence	_____	_____	_____

Add five (5) additional courses (not including the courses selected above):

BAI 457 Visualizing Data for Business Intelligence	_____	_____	_____
BAI 476* Machine Learning for Business Intelligence	_____	_____	_____
MKT 465* Marketing Communications	_____	_____	_____
MKT 467* Customer Analytics	_____	_____	_____
MKT 475* Social Media for Marketing Analytics and Strategy	_____	_____	_____
COM 246 New Media and Society	_____	_____	_____
COM 271 Web Design and Programming	_____	_____	_____
COM 346 Social and Cultural Aspects of Media International	_____	_____	_____
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 and Rhetoric	_____	_____	_____
WRT 495 Advanced Writing & Rhetoric	_____	_____	_____

TOTAL CREDITS: _____

_____	___ Yes ___ No	_____
College of Business Dean	Business Major?	Date

_____	_____
Student's Dean (If non-business major)	Date

***MKT265 is a pre-requisite**

***Course has prerequisite(s) which must be met**

Updated 11.24.2025

Processed _____