

College of Business
Business of Digital Media Minor

URI
BUSINESS

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:

1. 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.
2. A minimum average of 2.0 must be earned in the 18 credits required for the minor.
3. At least 3 courses for the minor must be earned at the University of Rhode Island.
4. At least 12 of the 18 credits (4 courses) must be at the 200-level or above.
5. 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.
6. **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.**
7. *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:

Grade

Credits

Semester Taken

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 340	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:

College of Business Dean

____ Yes ____ No
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 _____