

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 _____