Digital Marketing
Official Program Checksheet

Why Choose a Digital Marketing Minor?
If you have a strong interest in Internet-based marketing activity, and want to be able to hit the ground running in both Web marketing and Web design, the Digital Marketing Minor may be ideal for you. You will learn both the theory and practice of Digital Marketing, and the Digital Marketing Minor will enhance your skills in:

- Multi-channel marketing
- Integrating online and offline marketing with profitable results
- Selling online, and saving money and time for your company and your customers
- Managing databases in a digital world
- Mastering best practices in business-to-consumer digital marketing, business-to-business digital marketing, and direct marketing
- Creation and execution of Internet marketing/advertising and social media plans and campaigns including the basics of Web site design and implementation

You will be provided with the latest cutting edge Internet-based marketing skills that will help you, not only in Digital Marketing, but also in careers such as direct marketing, advertising and professional selling.

This minor is structured to complement the knowledge and career-readiness of students earning advertising/IMC, marketing, computer information systems, communications and public relations degrees.

Career Opportunities
Digital Marketing is a field that is growing at astonishing speed, and it offers a great number and variety of specialized career opportunities. It encompasses all the facets of online marketing, including digital marketing sales, social media, online advertising, business-to-business digital marketing, web design, and more. You will find yourself in a very competitive, challenging and rewarding career in this field such as search engine marketer, digital marketing marketer, online advertising manager, social media manager, online media planner or buyer, sales person, or marketing/advertising manager with digital marketing responsibilities. Your career ladder will often lead to high-paying senior management, executive and/or leadership positions.

Admission Requirements
Any person who is admitted to a Ferris State University Bachelor’s degree program is welcome to obtain this minor.
Graduation Requirements

You will receive the Digital Marketing minor upon graduation with a baccalaureate degree, and after completion of the requirements for the minor with a minimum 2.0 grade point average in the Digital Marketing minor courses.

No more than 50% of the credits in this minor may be transferred from another institution. A maximum of 1/3 of the credits, but not more than 7 credits in a minor may overlap with the student's major.

More Information

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