

# Digital Innovation Minor

---

The Digital Innovation Minor introduces the digital startup ecosystem in various cities and provides students with opportunities to develop and expand their own professional interests and skills in relevant fields such as web/app development, marketing, and design. It provides students with a foundation in essential topics that are in demand by digital startups, including introductions to entrepreneurship and digital marketing.

## Program Requirements

(18 semester hours)

Code	Title	Credit Hours
<b>On Campus</b>		
Choose two from the following:		6
ESP 201	Introduction to Entrepreneurship and Business Models	
or IMS 418	Social Media Marketing and Online Community Management	
or IMS 419	Digital Branding	
or CSE 383	Web Application Programming	
or IMS 421	Digital Product Management	
IMS 278	Digital Innovation Workshop Preparation	1
<b>On Location</b>		
IMS 340	Internship	3
IMS 396	Inside Startups	3
or IMS 397	Inside the Startup Environment (SF)	
IMS 398	Startup Networking	1
IMS 440	Interactive Media Studies Practicum	4
Total Credit Hours		18