

Digital Innovation Minor

For information contact the Department of Emerging Technology in Business & Design, 262 McVey Data Science Building, 513-529-1637.

The Digital Innovation Minor introduces the digital innovation 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
On Campus		
IMS 278	Digital Innovation Workshop Preparation	1
Plus two of the following, or one plus one elective as approved by advisor		6
IMS/ENG 407	Interactive Business Communication	
IMS 418	Social Media Marketing and Online Community Management	
IMS/MKT 419	Digital Branding	
IMS 421	Digital Product Management	
IMS 355	Principles and Practices of Managing Interactive Projects	
ESP 201	Introduction to Entrepreneurship and Business Models	
CSE 383	Web Application Programming	
On-site component (3 courses)		
IMS 340	Internship	5
IMS 440	Emerging Technology Practicum	3
or IMS 452	Senior Degree Project	
IMS 396	Inside Startups	3
or IMS 397	Inside the Startup Environment (SF)	
Total Credit Hours		18