

Digital Commerce Minor

The Digital Commerce minor prepares students with the skills needed to support digital commerce operations including content management, data analytics, and internet marketing as well as problem solving skills.

Note: Commerce majors are not permitted to declare any Commerce minor.

Program Requirements

Code	Title	Credit Hours
CMR 105	Introduction to Marketing	3
CMR 281	Digital Media & Organizational Communication	3
CMR 285	Business Information Management	3
CMR 286	Digital Commerce	3
CMR 341	Internet Marketing	3
CMR 442	Current Issues and Innovation in Small Business	3
Total Credit Hours		18