

Texas A&M University-Kingsville®  
College of Business Admin- Digital Marketing, Minor

A minor in Digital Marketing consists of 18 credit hours, including 12 required credit hours:

ISYS 3320 - Responsive Web Site Design

ISYS 3351 - Database Design and SQL

MKTG 3364 - Integrated Marketing Comm

MKTG 3370 - Online Marketing

Select 6 credit hours of the following:

ISYS 3330 - Info Sys and Bus Analytics

ISYS 3358 - Business Information Systems

MKTG 3364 - Integrated Marketing Comm

MKTG 3365 - Marketing Research

MKTG 4350 - Consumer Behavior

\*State of Texas Core Curriculum  
Students should meet with their academic advisor to formulate their own plan.

