

**REQUIREMENTS FOR THE MINOR**  
**MICHAEL F. PRICE COLLEGE OF BUSINESS**  
**THE UNIVERSITY OF OKLAHOMA**

Academic Year
For Students Entering the Oklahoma State System for Higher Education Summer 2024 through Spring 2025

General Requirements
Minimum Total Credit Hours ..... 15

Program
Digital Marketing for Business Majors
N292
Minor

**Minimum Total Credit Hours: 15**

**Program Code: N292**

**The requirements for a minor must be completed concurrently with the major degree requirements.**

**No minor may be added by completing courses after receiving the bachelor's degree.**

Students must complete prerequisites for all courses

Students must complete at least nine (9) minor hours in residence at the University of Oklahoma.

Courses for the minor may not be taken Pass/No Pass.

No single course may be used to satisfy a major requirement and a minor requirement. A course may be used, however, to satisfy both a major support requirement and a minor requirement.

- The minor is only available to undergraduate students with a declared major within Price College of Business.
- **Students must achieve a minimum 2.50 GPA (OU and overall) in the minor coursework.**

## Required Courses

Code	Title	Credit Hours
MKT 3513	Social Media Marketing <sup>1</sup>	3
MKT 3013	Principles of Marketing and Supply Chain Management	3
MKT 4143	Digital Marketing	3
MKT 3053	Marketing Research <sup>1</sup>	3
MKT 4173	Marketing Analytics	3
<b>Total Credit Hours</b>		<b>15</b>

<sup>1</sup> For Marketing majors only - Choose six hours of MKT courses (excluding MKT 3013) not already applied towards major requirements to substitute for MKT 3513 and MKT 3053.

If the minor is officially declared, successfully completed, and noted on the graduation application, the student's transcript will so indicate at the time the bachelor's degree is posted.

More information in the catalog: (<http://ou-public.courseleaf.com/price-business/marketing-supply-chain-management/digital-marketing-minor-business-majors/>).