

DIGITAL MEDIA TRENDS AND ANALYTICS, MINOR

Requirements for a minor may be completed at any campus location offering the specified courses for the minor. Students may not change from a campus that offers their major to a campus that does not offer their major for the purpose of completing a minor.

Program Requirements

Requirement	Credits
Requirements for the Minor	18

Requirements for the Minor

A grade of C or better is required for all courses in the minor, as specified by Senate Policy 59-10 (<https://senate.psu.edu/policies-and-rules-for-undergraduate-students/59-00-minors-and-certificates/#59-10>).

In addition, at least six credits of the minor must be unique from the prescribed courses required by a student's major(s).

Code	Title	Credits
Prescribed Courses		
<i>Prescribed Courses: Require a grade of C or better</i>		
COMM 372	Digital Public Relations	3
COMM/IST 450A	Search Engine Marketing	3
COMM/IST 450	Digital Advertising	3
IST 110	Information, People and Technology	3
Additional Courses		
<i>Additional Courses: Require a grade of C or better</i>		
COMM/IST 310	Digital Media Metrics	3
or COMM 422	Advertising Media Planning	
COMM 320	Introduction to Advertising	3
or COMM 370	Public Relations	