

Digital Marketing

The Digital Marketing Minor at UW-Green Bay's Cofrin School of Business is designed to equip students with the essential skills and knowledge to navigate the rapidly evolving digital landscape. This program emphasizes the integration of traditional marketing principles with modern digital strategies, preparing students to effectively engage with consumers in an increasingly online world.

Students begin by building a solid foundation in marketing, digital marketing, consumer behavior, and social media marketing and analytics. This foundational knowledge is crucial for understanding how digital platforms influence consumer decisions and how businesses can leverage these platforms to achieve their marketing objectives.

To tailor their learning experience, students select elective courses that delve into areas such as data science for managers, business analytics, data visualization and storytelling, and research methods. This flexibility allows students to align their studies with specific career aspirations, whether they aim to specialize in data-driven marketing strategies, content creation, or digital campaign management.

The program places a strong emphasis on practical application, ensuring that students not only understand theoretical concepts but also gain hands-on experience with digital tools and platforms. This approach prepares graduates to design and implement effective digital marketing campaigns, analyze consumer data, and adapt to the ever-changing digital environment.

By completing the Digital Marketing Minor, students enhance their career prospects in various fields, including digital marketing, social media management, content creation, and market research. The comprehensive curriculum ensures that graduates are well-equipped to contribute to the digital strategies of diverse organizations, from startups to established enterprises.

Minor

Code	Title	Credits
Core Courses		12
MKTG 322	Principles of Marketing	
MKTG 345	Digital Marketing	
MKTG 428	Consumer Behavior	
MKTG 447	Social Media Marketing and Analytics	
Elective Courses (choose 2):		6
BUSAN 370	Data Science for Managers	
BUSAN 452	Business Analytics	
BUSAN 464	Data Visualization and Storytelling	
MKTG 424	Research Methods	
Total Credits		18

Faculty

Vallari Chandna; Professor; Ph.D., University of North Texas*

Allen Huffcutt; Professor; Ph.D., Texas AM University*

Sampath Kumar; Professor; Ph.D., University of Memphis, chair*

Aniruddha Pangarkar; Associate Professor; Ph.D., Texas Tech University*

David J Radosevich; Associate Professor; Ph.D., University at Albany, State University of New York*

Md Tarique Newaz; Assistant Professor; Ph.D., Texas Tech University*

Susan Craver; Assistant Teaching Professor; M.B.A., University of Wisconsin - Madison

Anup Nair; Assistant Teaching Professor; M.B.A., Birla Institute of Technology and Science (India)

Dylan Polkinghorne; Assistant Teaching Professor; M.S., University of Wisconsin - Green Bay