American International College MINOR: Digital Marketing Communications School of Business, Arts and Sciences Catalog Year: 2021-2022 List of Requirements (all courses are 3 credits unless otherwise noted)

Minor Requirements:		
COM2630	Writing for Media	
MKT1450	Principles of Marketing	
MKT2710	Integrated Marketing Communications	
VDA2210	Digital Storytelling	
choose one from the following courses:		
MKT3620	Social Media Marketing	
MKT3725	Digital Marketing	
and choose one from the following courses:		
COM1212	Introduction to Video Production	
COM1410	Digital Photography I	
VDA2613	Graphic Design I	
		CREDITS