## American International College School of Business, Arts and Sciences

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                    |      |
|  |         | CRF                                 | DITS |

**MINOR: Digital Marketing Communications** 

**Catalog Year: 2023-2024**