



**Information on forthcoming Digital Marketing Concentration  
(DMC),  
College of Business and Engineering, UTPB.**

1. The Marketing faculty at COBE, UTPB is actively working towards developing a DMC starting Summer 2017 (soft release) and Fall 2017 hard release.
2. The concentration requires four courses (12 hours) of electives from a pool of approved courses:

<b>Course # MRKT</b>	<b>Title</b>	<b>Current status</b>	<b>Expected rotation</b>
4322	Social Media Marketing	Developed and being taught	Spring
4300	Digital Branding	Under development	Sum
4301	E Marketing	Developed and being taught	Sum
4302	E Commerce	Under development	Fall
4303	Digital Marketing Analytics	Under development	Fall
4304	Online Advertising	Under development	Spring

3. The concentration will be available to all business majors, as long as they are willing to take 12 hours of approved courses.
4. The prerequisites for all the above courses are:
  - a. Computer Literacy - COSC 1335 or equivalent
  - b. Principles of marketing - MRKT 3300 or equivalent.

**For more information, please contact**

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