

Minor in Advertising and Promotions

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Required Courses

MKTG 3050	Introduction to Marketing	3
MKTG 3080	Marketing Tools ¹	3
MKTG 4000	Principles of Promotion	3
MKTG 4300	Creative Advertising Strategy	3

Electives

Select six hours from the following: 6

ART 3071	Black and White Photography	
ART 3072	Digital Photography	
ART 3091	Graphic Design I	
COMM 2100	Introduction to Communication Theory	
COMM 3000	Qualitative Communication Research Methods	
COMM 3200	Introduction to Public Relations	
ENGL 2080	Grammar and Style	
ENGL 3020	Technical Writing and Editing	
JOUR 3080	Editing for Publications	
JOUR 4500	Document Design	
MDIA 2000	Introduction to Mass Media	
MKTG 4720	Advertising Culture and Ethnography	
MKTG 4730	Advertising and Society	
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SOCI 3090	Mass Media and Popular Culture	

Total Hours

18

¹ Students may substitute ART 2030 or MDIA 2500 in place of MKTG 3080; however, those students who do so must take either MKTG 4720 or MKTG 4730.