

Minor in Advertising and Promotions

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Code	Title	Hours
Required Courses		
MKTG 3050	Introduction to Marketing	3
MKTG 3080	Visual Media in Business ¹	3
MKTG 4000	Advertising and Promotion	3
MKTG 4050	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	
PREL 2000	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 4010	Digital Marketing	
MKTG 4020	Social Media Marketing	
MKTG 4030	Advertising Culture and Ethnography	
MKTG 4040	Advertising and Society	
SOCI 3090	Mass Media and Popular Culture	
Total Hours		18

¹ If not offered for more than one year, students may substitute ART 2030 or MDIA 2500 in place of MKTG 3080; however, those students who do so must also take MKTG 4010, MKTG 4020, MKTG 4030, or MKTG 4040.