

# Minor in Advertising and Promotions

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Code	Title	Hours
<b>Required Courses</b>		
MKTG 3050	Introduction to Marketing	3
MKTG 3080	Content Marketing	3
MKTG 4000	Advertising and Integrated Brand Promotion	3
MKTG 4050	Creative Branding Strategy	3
<b>Electives--select 6 hours from the following:</b>		<b>6</b>
ART 3072	Digital Photography	3
ART 3091	Graphic Design I	3
MDIA 2000	Introduction to Mass Media	
MKTG 3080	Content Marketing	
MKTG 4030	Advertising Culture and Ethnography	
MKTG 4040	Advertising and Society	
<b>Total hours</b>		<b>18</b>