

Minor in Advertising and Promotions

Requirements for the Minor in Advertising and Promotions

Code	Title	Hours
Required Courses		
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
Electives--select 6 hours from the following:		6
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	
Total hours		18