

# Minor in Advertising and Promotions

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## Minor in Advertising and Promotions

| 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> |