MAJOR: ___________________________

EXPECTED DATE OF GRADUATION: ______________

Last Name   First   Middle   Mustangs ID

REQUIREMENTS FOR MINOR IN MARKETING COMMUNICATION: (18 semester hours)

REQUIRED COURSES:       Grade:

MCOM 3223  Advertising       ________
MKTG 3723  Principles of Marketing¹         ________
MCOM 4823  Integrated Marketing Communication²     ________
   (Capstone course for the minor)

One of these three:
MCOM 3823  Creation of the Advertising Message³    ________
MCOM 4673  Public Relations Writing⁴             ________
MCOM 4683  Public Relations Principles   ________

Two of these four⁵:
MKTG 3763  Professional Selling                   ________
MKTG 3823  Consumer Behavior                      ________
MKTG 4203  Promotion Management                   ________
MKTG 3743  Digital and Social Media Marketing    ________

Notes:
Students must maintain a GPA of 2.0 or above in the minor in order to graduate. (See General Requirements for all Bachelor’s Degrees in the 2018-2019 Undergraduate Catalog.)

PREREQUISITES
1. ECON 2433 or equivalent (This prerequisite will be waived for FFA majors.)
2. MCOM 3223, MCOM 3823, AND MCOM 4683 (DCOBA students who have taken at least MCOM 3223 will be admitted to the course.)
3. MCOM 3223
4. MCOM 1243 (This prerequisite will be waived for DCOBA majors.)
5. MKTG 3723 is a prerequisite for each of the four marketing courses listed.

I have read and understand that this is not an official record of work taken and that it does not supersede catalog requirements for which I am fully responsible.

______________________________________ ______________
Student Signature  Date

Approved:

Faculty/Staff Advisor (Major)   Dean (Major)   Dean (Minor)