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

REQUIRED COURSES:

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

One of these three:
MCOM 3823 Creation of the Advertising Message
MCOM 4673 Public Relations Writing
MCOM 4683 Public Relations Principles

Two of these four:
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 2021-22 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. MKTG 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) ___________________________