

REQUIREMENTS: Minor in Marketing Communication
Lamar D. Fain College of Fine Arts
2022 - 2023 Catalog
(18 Semester Hours)

Student Name: _____

ID#: _____

			CR HR	Semester	Grade
MCOM	3223	Advertising	3		
MCOM	4823	Integrated Marketing Communication	3		
MKTG	3723	Principles of Marketing	3		

Choose one of the following courses (3 hours):

MCOM	3723	Creation of the Advertising Message			
MCOM	4673	Public Relations Writing			
MCOM	4683	Public Relations Principles			

Choose two of the following courses (6 hours):

MKTG	3743	Digital and Social Media Marketing			
MKTG	3763	Professional Selling			
MKTG	3823	Consumer Behavior			
MKTG	4203	Promotion Management			

Student

Date

Mass Communication Minor Advisor

Date

Mass Communication Department Chair

Date

DATE

NOTES

APPROVED BY:
