

MARKETING COMMUNICATION

MARKETING COMMUNICATION MAJOR

Course Requirements

- Magt 131 Management Concepts
- Comm 155 or 255 Student Media Practicum
- Comm 211 Media & Public Relations Writing
- Comm 223 Principles of Public Relations
- Comm 275 or 301 Gender, Race, Class & Media or Media Law & Ethics
- Comm 319 Internship
- Comm 361 Multimedia Communication Seminar
- Econ 250 Introduction to Business Analytics
- Mktg 234 Marketing
- Mktg 341 Digital Marketing Strategies
- Skills Elective: Multimedia Communication 221, 311 or 315 or Marketing 336 or 338

MARKETING COMMUNICATION MINOR

Course Requirements

- Magt 131 Management Concepts
- Comm 211 Media & Public Relations Writing
- Comm 223 Principles of Public Relations
- Mktg 234 Marketing
- Mktg 341 Digital Marketing Strategies
- Skills Elective: Multimedia Communication 221, 311 or 315 or Marketing 336 or 338