

# MARKETING COMMUNICATION

## Marketing Communication Major

### REQUIRED COURSES:

- COMM 111 Media & PR Writing
- MAGT 131 Management Concepts
- COMM 155/255 Professional Skills/Leadership Practicum
- MKTG 234 Marketing
- ECON 250 Introduction to Business Analytics
- COMM 271/275 Media Law & Ethics/Gender, Race, Class & Media
- COMM 219 Internship
- MKTG 341 Digital Marketing Strategies
- COMM 363 Multimedia Communication Seminar

### SKILLS ELECTIVE:

- COMM 211, 311, or 215
- MKTG 336 or 228

## Marketing Communication Minor

### REQUIRED COURSES:

- COMM 111 Media & PR Writing
- MAGT 131 Management Concepts
- COMM 223 Principles of Public Relations
- MKTG 234 Marketing
- MKTG 341 Digital Marketing Strategies

### SKILLS ELECTIVE:

- COMM 211, 311, or 215
- MKTG 336 or 228