

PROMOTION MINOR

The minor in promotion is offered to non-business majors. The focus is how to communicate effectively and efficiently through a variety of methods with any target audience. Students must complete three required courses as well as three courses from the approved elective courses listed below.

Program Requirements

Code	Title	Hours
Required Courses		
MKTG 310	Principles of Marketing	3
MKTG 315	Consumer Behavior	3
MKTG 402	Marketing Communications	3
Approved Elective Courses		
Select nine credits from the following:		9
MKTG 318	Social Media Marketing	
MKTG 319	Content Marketing	
MKTG 342	Graphic Design	
MKTG 410	Digital Marketing	
MKTG 411	Digital Advertising	
MKTG 418	Personal Selling	
MKTG 490	Promotion Project ¹	
PRLS 310	Writing for Public Relations	
PRLS 460	Public Relations Campaign	
Total Hours		18

¹ With marketing faculty approval

Students desiring to pursue this minor should meet with a School of Business advisor early in their program to ensure development of a course sequencing plan. MKTG 310 Principles of Marketing is a prerequisite for most other marketing courses. MKTG 315 Consumer Behavior is a prerequisite for MKTG 402 Marketing Communications.