The Minor in **ADVERTISING AND PROMOTIONS**, offered through the Marketing Department, is directed at Arts and Science (CAS) students who have an interest in pursuing employment in the advertising industry but who are **NOT** majoring in Marketing or minoring in communication Studies.

The required courses and electives are listed below:

- **ECN 101** Microeconomics
- **MKT 201** Principles of Marketing
- **MKT 301** Integrated Marketing Communications *or*
  **MKT 303** Marketing Communications (non-business)
- **MKT 321** Advertising
- **MKT 324** Public Relations and Publicity

*Plus one elective from the following list:*

- **MKT 314** Social Media Marketing
- **MKT 325** Fundamentals of Applied Design
- **MKT 350** Event Marketing
- **MKT 490** Marketing/Advertising Internship