ADVERTISING & PROMOTIONS MINOR

The minor in ADVERTISING & PROMOTIONS, offered through the Marketing Department, is not available to Marketing majors or Communications Studies minors.

NOTE: Principles of Marketing (MKT 201) is a pre-req to ALL courses listed below.

FOR HSB STUDENTS:

MKT 301 Integrated Marketing Communications or PMK 351/FMK 303
MKT 321 Advertising (pre-req: one of MKT 301, PMK 351 or FMK 303) – SPRING ONLY
MKT 324 Public Relations (pre-req: MKT 301, PMK 351 or FMK 303) – FALL ONLY

Plus three electives from the following list:

MKT 312 Selling & Sales Management
MKT 314 Social Media Marketing
MKT 316 Digital Marketing & Web Analytics (pre-req: one of MKT 301, PMK 351 or FMK 303)
MKT 327 Global Marketing Communications (pre-req: one of MKT 301, PM K 351 or FM K 303)
MKT 490 Advertising & Promotions Internship (see Internship Guidelines)

FOR A&S STUDENTS:

MKT 201 Principles of Marketing
MKT 303 Integrated Marketing Communications for non-Business students (or MKT 301)
MKT 321 Advertising (pre-req: MKT 301 or 303)
MKT 324 Public Relations (pre-req: MKT 301 or 303)

Plus two electives from the following list:

MKT 312 Selling & Sales Management
MKT 314 Social Media Marketing
MKT 316 Digital Marketing & Web Analytics (pre-req: MKT 301 or 303)
MKT 327 Global Marketing Communications (pre-req: MKT 301 or 303)
MKT 490 Advertising & Promotions Internship (see Internship Guidelines)

Revised 11/1/18