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)*
- MKT 324  Public Relations *(pre-req: MKT 301, PMK 351 or FMK 303)*

*Plus three electives from the following list:*

- MKT 304  Principles of Selling
- 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, PMK 351 or FMK 303)*
- MKT 350  Event Marketing
- 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 304  Principles of Selling
- 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 350  Event Marketing
- MKT 490  Advertising & Promotions Internship *(see Internship Guidelines)*

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