

Advertising and Promotion Minor

Bachelor of Arts, Bachelor of Science, Bachelor of Fine Arts

Fall 2024 6/18/2024

	Cr hrs	Cr Rec	Cr Bal	Prerequisites/ Periodicity
MKT 350 - Principles of Marketing	3			54 hours, PSY 121 ¹
MKT 351 - Consumer Market Behavior	3			MKT 350 ¹
MKT 354 - Principles of Advertising	3			MKT 350 ¹
MKT 456 - Advanced Advertising	3			MKT 354 ¹
Complete 1 course from:				
ART 100 - 2D Design OR	3			
ART 110- Introduction to New Media OR	3			
ENG 373- Writing with Technology	3			ENG 110, 45 hours ¹
MKT 352 - Professional Sales	3			MKT 350 ¹
MKT 380 - Creative Advertising	3			MKT 354/ Fall ¹
MKT 480 - Advertising Campaigns	3			MKT 350 & permission/ Spring ¹
MKT 510 - Digital/Social Media Marketing	3			MKT 354 or MKT 355 ¹
MKT 515 - Contemporary Issues in Advertising and Promotion	3			MKT 350 & MKT 354 ¹

Marketing Minor

Bachelor of Arts, Bachelor of Science, Bachelor of Fine Arts

Fall 2024 6/18/2024

	Cr Hrs	Cr Rec	Cr Bal	Prerequisites/ Periodicity
MKT 350 - Principles of Marketing	3			54 hours, PSY 121 ¹
MKT 351 - Consumer Market Behavior	3			MKT 350 ¹
Complete 3 courses from:				
MKT 352 - Professional Sales	3			MKT 350 ¹
MKT 354 - Principles of Advertising	3			MKT 350 ¹
MKT 355 - Principles of Retailing	3			MKT 350/ Fall ¹
MKT 360 - Marketing Research	3			MKT 350 & QBA 337 ¹
MKT 365 - Introduction to Logistics	3			MKT 350 ¹
MKT 380 - Creative Advertising	3			MKT 354/ Fall ¹
MKT 410 - Services Marketing	3			MKT 350 ¹
MKT 451 - Advanced Professional Sales	3			MKT 352 ¹
MKT 452 - Sales Management	3			MKT 352 ¹
MKT 455 - Advanced Retailing Practices	3			MKT 355/ Spring ¹
MKT 456 - Advanced Advertising	3			MKT 354 ¹
MKT 472 - Advanced Marketing	3			MKT 351 & MKT 360 ¹
MKT 474 - International Marketing	3			MKT 350 ¹
MKT 476 - Futuristics: Business and Society	3			MKT 350/ demand ¹
MKT 480 - Advertising Campaigns	3			MKT 350 & permission/ Spring ¹
MKT 485 - Marketing Yourself	3			MKT 350 ¹
MKT 570 - Advanced Marketing Research	3			MKT 350 & MKT 360/ Fall ¹

¹Undergraduate business and undecided majors must be admitted to degree program.

Note: A minimum of 9 credit hours not counted as requirements on any other major or minor, and exclusive of problems or readings is required for any COB minor.

Cr Rec - Credit hours received for courses completed. Cr Bal - Credit balance needed to fulfill requirements.

For advisement only. Consult appropriate catalog for degree requirements.