

MARKETING COMMUNICATION MINOR (MCOM)

A minimum 2.50 UW institution GPA is required to apply for a College of Business Minor.

It is the student's responsibility to monitor requirements for minor.

- The cumulative minor GPA must be a 2.50 at graduation.
- A minimum grade of "C" is required for each minor course.
- Prerequisites must be completed prior to the first day of classes.
- Non-business majors are allowed to take up to 30 credit hours of COB courses.
- The Advanced Business Standing prerequisite is waived for non-business majors but individual course prerequisites are not waived.
- It is the student's responsibility to monitor all prerequisites.
- Additional courses may be required to meet individual course prerequisites (review UW Catalog for specific course requirements).

Select an emphasis area:

COJO MARKETING (MKT)

NOTE: College of Business majors CANNOT complete MARKETING Emphasis.
Communication & Journalism majors CANNOT complete COJO Emphasis.
All other majors may select either emphasis. If you subsequently change your major to either COJO or BUSINESS, you will be required to complete the corresponding emphasis.

Course Hours

Required for both emphasis areas: (12 hours)

COJO	3300	(3)	Advertising in the Media
COJO	3310	(3)	Public Relations
MGT	3210	(3)	Management & Organization
MKT	3210	(3)	Introduction to Marketing

COJO Emphasis (to be taken by non-COJO majors):

Choose three courses from the following: (9 hours)

COJO	2090	(3)	Persuasion
COJO	3200	(3)	Graphics of Communication
COJO	3480 – Section 1 ONLY	(3)	Internship – Requires 9 hours in COJO BEFORE taking internship
COJO	4300	(3)	Advertising Campaigns
COJO	4310	(3)	Public Relations Techniques

MKT Emphasis (to be taken by non-Business College majors):

Choose three courses from the following: (9 hours)

MKT	4240 – REQUIRED	(3)	Consumer Behavior
MKT	3110	(3)	Marketing Ethics
MKT	4210	(3)	Sales Mgt & Professional Selling
MKT	4230	(3)	Integrated Mkt Communication
MKT	4430	(3)	Marketing Management
MKT	4520	(3)	Market Research & Analysis
MKT	4910	(3)	Selected Topics

Minimum hours for minor = 21