

Marketing Communication minor (MUST REGISTER IN BUSINESS 175)

Prerequisite classes (STAT 2070/2050 and COJO 2100)

Required for minor:

- MKT 3210 Intro to Marketing (Junior Standing)
- MGT 3210 Intro to Management (Junior Standing)
- COJO 3300 Advertising in the Media (preferred junior standing)
- COJO 3310 Public Relations (COJO 2100)

Three classes from the following:

Emphasis 1 (To be taken by non-COJO majors)

- COJO 4300 Advertising Campaigns (COJO 3300)
- COJO 4310 Public Relations Techniques (COJO 3310)
- COJO 3200 Graphics of Communication
- COJO 2090 Persuasion
- COJO 3480 (Section 1 only) Internship (3 hours maximum to count to minor)
MUST HAVE 9 HOURS IN COJO BEFORE TAKING INTERNSHIP

Emphasis 2 (To be taken by non-Business College majors)

- MKT 4210 Sales Management and Professional Selling (MKT 3210)
- MKT 4230 Integrated Marketing Communication (MKT 3210)
- MKT 4240 Consumer Behavior (MKT 3210)
- MKT 4430 Marketing Management (MKT 3210, MGT 3210, STAT 2070)
- MKT 4520 Marketing Research (MKT 3210, STAT 2070)
- MKT 4610 Marketing Ethics (MKT 3210)
- MKT 4910 Selected topics in Marketing (MKT 3210)