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)