**Marketing Communication Minor (21 hours)**

**Required for all minors**:

MKT 3210 Introduction to Marketing

MGT 3210 Management & Organization

COJO 3300 Advertising in the Media

COJO 3310 Public Relations

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| **COJO Emphasis (to be taken by non-COJO majors):** Choose three courses from the following: (9 hours) COJO 2100 Media Writing (Required in this emphasis and prerequisite to COJO 3300 and COJO 3310)COJO 2400 Intro to PhotographyCOJO 3200 Graphics of CommunicationCOJO 3480 Section 1 (Prerequisite 9 hours of COJO)COJO 3530 Multimedia ProductionCOJO 4040 Digital Video Production (Prerequisite 9 hours of COJO)COJO 4310 Public Relations Techniques (Prerequisite COJO 3310) |

**Marketing Emphasis (to be taken by non-College of Business majors):**

Choose three courses from the following: (9 hours)

MKT 4240 Consumer Behavior (Required in this emphasis)

MKT 4230 Integrated Marketing Communications

MKT 4520 Marketing Research & Analysis

MKT 4540 International Marketing

MKT 4590 Sustainable Business Practices

MKT 4910 Special Topics in Marketing

SELL 3310 Professional & Technical Selling