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:

<table>
<thead>
<tr>
<th>COJO</th>
<th>MARKETING (MKT)</th>
</tr>
</thead>
</table>

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.

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
<th>Requirement</th>
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</thead>
<tbody>
<tr>
<td>COJO 3300</td>
<td>3</td>
<td>Advertising in the Media</td>
</tr>
<tr>
<td>COJO 3310</td>
<td>3</td>
<td>Public Relations</td>
</tr>
<tr>
<td>MGT 3210</td>
<td>3</td>
<td>Management &amp; Organization</td>
</tr>
<tr>
<td>MKT 3210</td>
<td>3</td>
<td>Introduction to Marketing</td>
</tr>
</tbody>
</table>

**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 (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 3310 (3) Professional & Technical 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