

# MARKETING COMMUNICATION, MINOR

The minor requires 18 hours, of which up to 9 credit hours may be double counted between the COM Major and the MarCom Minor. All minors are required to take the following:

| Code                                | Title  | Hours     |
|-------------------------------------|--|-----------|
| <b>Required Courses</b>             |  |           |
| COM 102<br>or COM 110               | Debate and Advocacy<br>Public Speaking   | 3         |
| COM 162                             | Introduction to Integrated Marketing<br>Communications                             | 3         |
| <i>Additional electives</i> *       |  | 12        |
| COM 250                             | Communication in Entrepreneurial Settings  |           |
| COM 262                             | Writing for Public Relations and Advertising                                       |           |
| COM 270                             | Special Seminar (Integrated<br>Communication: Digital & Social Media<br>Marketing) |           |
| COM 280                             | Communication Internship I   |           |
| COM 309                             | Visual Storytelling  |           |
| COM 315                             | Communication and Technology   |           |
| COM 334                             | Narrative Approaches to Entrepreneurship   |           |
| COM 336                             | Organizational Rhetoric  |           |
| COM 346                             | Sport, Media, and Communication  |           |
| COM 353                             | Persuasion   |           |
| COM 354                             | International Communication  |           |
| COM 357                             | Health Communication and Bioethics   |           |
| COM 362                             | Advanced Campaigns   |           |
| COM 363                             | Communication and Consumer Behavior  |           |
| COM 370                             | Special Topics (Social Media and<br>Marketing)                                     |           |
| JOU 270<br>or JOU 278<br>or JOU 330 | Introduction to Journalism<br>News Literacy<br>Podcasting                          |           |
| <b>Total Hours</b>                  |  | <b>18</b> |

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6 hours must be at the 300 level.