

# INTEGRATED MARKETING COMMUNICATIONS AND DESIGN - MINOR

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This minor is offered in the College for Women only.

## Curriculum

Code	Title	Credits
MKTG 2302	Introduction to Marketing	2
MKTG 2350W	Integrated Marketing Communications	4
MKTG 3300	Interactive Marketing: Social Networks, Multi-Media and SEO (Search Engine Optimization)	4
SALE 2332	Introduction to Selling	2
Select two design courses from the following:		8
ART 2250	Art and Technology	
ART 2370	Photography and Digital Storytelling	
ART 3150	Publication Design	
ART 3180	Illustration Design	
ART 3200	Graphic and Web Design	
Total Credits		20