

INTEGRATED MARKETING COMMUNICATIONS AND DESIGN - MINOR

This minor is offered in the College for Women only.

Curriculum

Code	Title	Credits
MKTG 2302	Introduction to Marketing	2
MKTG 3250W	Digital Integrated Marketing Communications	4
MKTG 3300	Digital Interactive Marketing Strategy	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