

INTEGRATED MARKETING COMMUNICATIONS AND DESIGN - MINOR

This minor is offered in the College for Women only.

Curriculum: 2020-2021

| 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 |

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