

Minor in Marketing Communications

Required courses

- Introduction to marketing
- Public relations
- Integrated marketing communications
- Creative process (taught by the Department of Media Production and Management)

Electives (choose two courses)

- Content marketing
- Social media marketing
- Web design and tools (taught by Department of MIS)
- Digital marketing
- Events management (taught by Hospitality Faculty)
- Media strategy and tactics

In case a required course has already been learnt in the major or in the GE component, students must take one substitute from the minor electives

Students who choose this minor must make sure that they accomplish at least 18 credit hours required for it