Integrated Marketing Communication Minor-21 units  
(available to Non-Business Majors)

*All 200 level business courses require 24 credits and 2.0 GPA (except Econ 201 & 202)  
*All 300 and 400 level business courses require 60 credits and 2.0 GPA  
*A minimum of 2.25 GPA in the minor is required for graduation  
*See undergrad catalog or WINS for individual course pre-requisites

*Required Course (12 units)
- MARKETING 311 Principles of Marketing
- MARKETING 350 Integrated Marketing Communications
- MARKETING 351 Introduction to Digital Marketing
- MARKETING 444 Direct and Multi-Channel Marketing

*Select 3 units
- MARKETING 312 Principles of Selling
- MARKETING 431 Sales Management
- MARKETING 493I Internship in Marketing-IMC Emphasis
- MARKETING 498 Independent Study in Marketing
- COMM 202 Principles of Public Relations
- COMM 203 Public Relations Tactics I
- JOURNALISM 220 Foundations of Advertising

*Select 6 units
- MARKETING 312 Principles of Selling
- MARKETING 321 Marketing Research
- MARKETING 350 Integrated Marketing Communications
- MARKETING 352 Social Media and Interactive Marketing
- MARKETING 353 Advanced Digital Marketing
- MARKETING 360 Entrepreneurial Marketing
- MARKETING 361 International Marketing
- MARKETING 400 Innovation and Technology Marketing
- MARKETING 412 Business to Business Marketing
- MARKETING 420 Consumer Behavior
- MARKETING 431 Sales Management
- MARKETING 432 Marketing in Service Organizations
- MARKETING 450 Sales Negotiation and Conflict Resolution
- MARKETING 460 Entrepreneurial and Advanced Sales Techniques
- MARKETING 479 Marketing Management and Policies
- MARKETING 493 Internship in Marketing
- MARKETING 493D Internship in Marketing-Digital Marketing Emphasis
- MARKETING 493E Internship in Marketing-Entrepreneurial Marketing Emphasis
- MARKETING 493I Internship in Marketing-IMC Emphasis
- MARKETING 493S Internship in Marketing-Sales Emphasis
- MARKETING 493R Internship in Marketing-Retail Management Emphasis
- MARKETING 496 Special Studies
- MARKETING 497 Exchange Study
- MARKETING 498 Independent Study in Marketing

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