

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 (15 units)**

- _____ MARKETING 311 Marketing Principles
- _____ MARKETING 429 Personal Selling and Sales Management
- _____ MARKETING 350 Integrated Marketing Solutions
- _____ MARKETING 351 Internet Marketing
- _____ MARKETING 444 Direct and Multi-Channel Marketing

Select 6 units

- _____ MARKETING 321 Marketing Research
- _____ MARKETING 337 Retail Management
- _____ MARKETING 420 Consumer Behavior
- _____ MARKETING 430 Entrepreneurial and Advanced Sales Techniques
- _____ MARKETING 432 Marketing in Service Organizations
- _____ MARKETING 360 Entrepreneurial Marketing
- _____ MARKETING 444 Direct and Multi-Channel Marketing
- _____ MARKETING 445 Customer Relationship 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