2026-2027

Certificate in Promotions Management
(24 Credit Hours)

The Certificate in Promotions Management provides students with a strong foundation in marketing communications and promotional strategy. Coursework covers social media management, public relations, integrated marketing communications, and media content creation, along with core business principles. Elective hours allow students to further develop skills in business, accounting, or information technology management. This certificate complements a variety of majors and prepares students for careers in advertising, public relations, social media, and marketing communications. *(Curriculum updated: AY 2025-26)*

Required Courses

☐MCOM 3343 Imaging for Media
☐MCOM 3053 Social Media Management
☐MCOM 3893 Public Relations
☐MGMT 3013 Principles of Management
☐MKTG 3313 Principles of Marketing
☐MKTG 3423 Integrated Marketing Communications

Electives

Students will select an additional six (6) hours from Accounting, Business Administration, Information Technology Management, or MCOM upper-level courses.

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Students must meet all course prerequisites and university certificate requirements.

Updated: 4/30/2026