



MINOR IN PROMOTIONS MANAGEMENT - 070J

Required Classes - Minimum total hours 18

- MGMT 3013 Principles of Management
- MGMT 4623 Leadership
- MKTG 3313 Principles of Marketing
- MKTG 3423 Integrated Marketing Communications

Six hours from the following:

- MCOM 3343 Digital Publishing OR
- MCOM 3843 Advertising Copy & Layout
- MCOM 3893 Public Relations
- MCOM 4813 Public Relations Writing

Must earn three hours of upper division work at ECU towards minor to complete minor residency requirement.