

**MSU TEXAS SIGNATURE MINOR
MINOR IN MARKETING COMMUNICATION
2021-2022 Catalog**

MAJOR: _____

EXPECTED DATE OF GRADUATION: _____

Last Name	First	Middle	Mustangs ID
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REQUIREMENTS FOR MINOR IN MARKETING COMMUNICATION: (18 semester hours)

REQUIRED COURSES:

Grade:

MCOM 3223	Advertising	_____
MKTG 3723	Principles of Marketing ¹	_____
MCOM 4823	Integrated Marketing Communication ² (Capstone course for the minor)	_____

One of these three:

MCOM 3823	Creation of the Advertising Message ³	_____
MCOM 4673	Public Relations Writing ⁴	_____
MCOM 4683	Public Relations Principles	_____

Two of these four⁵:

MKTG 3763	Professional Selling	_____
MKTG 3823	Consumer Behavior	_____
MKTG 4203	Promotion Management	_____
MKTG 3743	Digital and Social Media Marketing	_____

Notes:

Students must maintain a GPA of 2.0 or above in the minor in order to graduate. (See General Requirements for all Bachelor's Degrees in the 2021-22 Undergraduate Catalog.)

PREREQUISITES

1. ECON 2433 or equivalent (This prerequisite will be waived for FFA majors.)
2. MCOM 3223, MCOM 3823, AND MCOM 4683 (DCOBA students who have taken at least MCOM 3223 will be admitted to the course.)
3. MCOM 3223
4. MCOM 1243 (This prerequisite will be waived for DCOBA majors.)
5. MKTG 3723 is a prerequisite for each of the four marketing courses listed.

I have read and understand that this is not an official record of work taken and that it does not supersede catalog requirements for which I am fully responsible.

Student Signature

Date

Approved:

Faculty/Staff Advisor (Major)

Dean (Major)

Dean (Minor)