

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)

<u>REQUIRED COURSES:</u>	<u>Grade:</u>
MCOM 3223 Advertising	_____
MKTG 3723 Principles of Marketing ¹	_____
MCOM 4823 Integrated Marketing Communication ² (Capstone course for the minor)	_____
<u>One of these three:</u>	
MCOM 3823 Creation of the Advertising Message ³	_____
MCOM 4673 Public Relations Writing ⁴	_____
MCOM 4683 Public Relations Principles	_____
<u>Two of these four</u>⁵:	
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)