



5060 - Promotions Management Certificate

Required Classes – 21 Credit Hours (7 Courses):

ACCT 2103	Financial Accounting OR
ACCT 2003	Fin. & Man. Acct for Non-Business Majors
MCOM 3343	Digital Publishing OR
MCOM 3843	Advertising Copy & Layout
MCOM 3893	Public Relations
MCOM 4813	Public Relations Writing
MGMT 3013	Principles of Management
MKTG 3313	Principles of Marketing
MKTG 3423	Integrated Marketing Communications (Spring)

Elective Classes – 9 Credit Hours (3 Courses):

BUCOM 3133	Business Communications and Report Writing
COMM 1113	Fundamentals of Human Communication
COMM 2253	Communications in the Workplace
MCOM 3343	Digital Publishing
MCOM 3843	Advertising Copy & Layout
MGMT 3043	Human Resources Management
MGMT 4623	Leadership
MKTG 3333	Digital Marketing (Spring) OR
MKTG 3353	Retailing and eBusiness Management (Spring)
MKTG 3813	Professional Selling
MKTG 4414	Marketing Research (Fall)
MKTG 4623	Marketing Analytics and Strategy (Spring)