



The Advertising and Promotion minor is intended for students who have a non-marketing major and who want to add some study of business from a marketing perspective to their degree program. This minor introduces students to the elements of integrated marketing communications, such as advertising, sales promotions, personal selling, direct selling, and public relations. This minor will give students the opportunity to develop practical skills in advertising and promotional strategies.

Students must have a minimum cumulative GPA in the minor of 2.0. The courses cannot be taken pass/fail. Some courses in the minor have prerequisites which must be satisfied. At least nine credit hours of the required courses for this minor must be completed in residency at MSU Denver.

### Required Courses

### Credits

### Offered

(Prerequisites are identified in parentheses.)

<b>MKT 3000</b>	<b>Principles of Marketing</b> <i>(ENG 1020, GS oral comm., GS quantitative literacy, Junior standing)</i>	3 credits	fall/spring/summer
<b>MKT 3110</b>	<b>Advertising &amp; Promotion Mngt</b> <i>(MKT 3000, Junior standing)</i>	3 credits	fall/spring
<b>MKT 4110</b>	<b>Brand Management</b> <i>(MKT 3000, Junior standing)</i>	3 credits	fall
<b>MKT 4300</b>	<b>Social Media Marketing</b> <i>(MKT 3000, Junior standing)</i>	3 credits	fall/spring/summer

### Elective Courses

### Credits

### Offered

The minor requires two elective courses that can be any of the following, only one lower division course is allowed.

<b>MKT 3190</b>	<b>Marketing for Social Good</b> <i>(MKT 3000 and Junior standing)</i>	3 credits	fall
<b>MKT 3250</b>	<b>Personal Selling</b> <i>(Junior standing)</i>	3 credits	fall/spring
<b>MKT 3300</b>	<b>Marketing of Services</b> <i>(Junior standing)</i>	3 credits	fall
<b>MKT 3310</b>	<b>Consumer Behavior</b> <i>(MKT 3000 and Junior standing)</i>	3 credits	fall/spring/summer
<b>MKT 3710</b>	<b>International Marketing</b> <i>(Junior standing)</i>	3 credits	fall/spring/summer
<b>MKT 3750</b>	<b>Multicultural Marketing</b> <i>(Junior standing)</i>	3 credits	fall/spring/summer
<b>MKT 3980</b>	<b>Internship in Marketing</b> <i>(major or minor in Marketing, Global Business or International Business, Junior standing, MKT 3000, 2.5 gpa, permission of instructor)</i>	1-15 credits	fall/spring/summer
<b>MKT 4200</b>	<b>Content Marketing</b> <i>(MKT 3000 and Junior standing)</i>	3 credits	fall/spring
<b>MKT 4520</b>	<b>Seminar in Marketing</b> <i>(MKT 3000, plus 6 hours of completed marketing credits and Senior standing)</i>	3 credits	fall/spring/summer

Alternative Courses – students may take one of the following courses to replace one elective

<b>ART 1531</b>	<b>Studio Foundations: 4D</b>	3 credits	See Art Dept.
<b>CDES 2222</b>	<b>Fund. of Communication Design</b> <i>(MKT 3000 with "C-" or better)</i>	3 credits	See Comm. Dept.
<b>CDES 2602</b>	<b>Interface Design and Devt.</b> <i>(MKT 3000 with "C-" or better)</i>	3 credits	See Comm. Dept.

Over

<u>Elective Courses</u>	<u>Credits</u>	<u>Offered</u>
<i>Alternative Courses Continued – students may take one of the following courses to replace one elective</i>		
<b>CDES 3625</b> <b>Narrative Design</b> <i>(MKT 3000 with “C-” or better)</i>	3 credits	See Communications
<b>JMP 1000</b> <b>Introduction to Journalism</b> <i>(Minimum performance standard scores on reading, writing, and mathematics assessment tests)</i>	3 credits	See Journalism
<b>JMP 2430</b> <b>Introduction to Media Production</b>	3 credits	See Journalism
<b>JMP 2700</b> <b>Fundamentals of Public Relations</b> <i>(JMP 1100)</i>	3 credits	See Journalism
<b>MKT 3200</b> <b>Digital Marketing Fundamentals</b> <i>(Junior Standing)</i>	3 credits /	fall