

INTEGRATED MARKETING COMMUNICATIONS MINOR

BUS 396	Consumer Insights	4
or BUS 418	Listening to the Customer	
BUS 453	Digital and New Media Marketing	4
BUS 459	Social Media's Role in Integrated Marketing Communications	4
or GRC 420	Graphic Communication in Integrated Marketing Communications	
or JOUR 415	Senior Project: Public Relations Practicum	
GRC 338	Web Development and Content Management	4
or GRC 377		
or JOUR 390	Visual Communication for the Mass Media	
JOUR 312	Public Relations	4
JOUR 331	Contemporary Advertising	4
JOUR 342	Public Relations Writing and Editing	4
Total units		28