

Promotions and Advertising Career Focus: Sample Program (24 hours minimum)

This is a career focus that is relevant to a future in promotions, advertising, or marketing and/or for students who seek advanced study in communication. All majors must take 24 hours of course work in IPC. PLEASE NOTE: IPC 306 Interpersonal Communication (for Non-majors), IPC 489 Internship, IPC 490 Independent Study, and IPC 491 Independent Readings do not count toward the 24 hours in IPC.

Choose 24 hours from the courses list below. **You must petition the IPC Undergraduate Program Committee for permission to count any course not on this list toward the career focus.** Students taking courses from other departments must follow that department's rules on prerequisites and other restrictions.

* indicates that the course has a prerequisite

*BA 203: Business Communication (3)

ECON 200: Introduction to Economics (3)

ECON 202: Principles of Microeconomics (3)

ECON 203: Principles of Macroeconomics (3)

*ENG 207: Intermediate Writing (3)

*ENG 388: Introduction to Technical Writing (3)

*ENG 389: Professional Editing (3)

*ENG 483: Advanced Composition (3)

*ENG 486: Writing Process for Online Documents (3)

*ENG 488: Advanced Technical Writing (3)

ETHN 405: Qualitative Research Methods (3)

JOUR 201: Journalism Techniques for Non-Majors (3)

JOUR 341: Principles of Public Relations for Non-Majors (3)

JOUR 485: Media and Society (3)

*MKT 300: Principles of Marketing Management (3)

*MKT 302: Consumer Behavior (3)

*MKT 320: Marketing Research (3)

*MKT 350: Business-to-Business Marketing (3)

*MKT 400: Topics in Marketing (1-3)

*MKT 405: Services Marketing (3)

*MKT 408: Introduction to Promotion (3) or *MKT 410: Marketing Communication and Promotion (3)

*MKT 412: Advertising Management (3)

*MKT 415: Managing the Service Experience (3)

*MKT 416: Servicescape design (3)

*MKT 421: Advanced Marketing Research (3)

*MKT 425: Creativity in Marketing (3)

*MKT 435: Marketing on the Internet (3)

*MKT 455: International Marketing (3)

PHIL 220: Business Ethics (3)

POLS 341: Public Opinion (3)

POPC 165: Popular Culture and Media (3)

*SM 301: Sport and Event Promotion (3)

*SM 306: Sport and Event Management (3)

*SOC 368: Introductory Methodology (3)

*SOC 369: Introductory Statistics (3)

SOC 371: Applied Survey Research (3)

*TCOM 260: Writing for the Electronic Media (3)

TCOM 360: Media Research (3)

*TCOM 366: Media Effects (3)

*TCOM 453: Media Sales and Promotion (3)

VCT 103: Visual Communication Technology (3)

*VCT 204: Concepts of Visual Communication (3)

VCT 208: Introduction to Print Media (3)

*VCT 266: Introduction to Interactive Media (3)

*VCT 268: Video Fundamentals (3)

*VCT 304: Display and Exhibit Technology (3)

*VCT 308: Fundamentals of Imaging Technology (3)

*VCT 366: Applied Interactive Media Production (3)