DIGITAL MARKETING, ADVERTISING AND PUBLIC RELATIONS, MINOR

Students can complete a minor in the Digital Marketing, Advertising, and Public Relations program by taking five courses: three required courses plus their choice of two additional electives in Integrated Marketing Communications.

The minor is 15-16 total credit hours, depending on which two courses a student chooses as electives. An internship in the field is an optional course for students in this minor.

Prerequisites

COMM 201 (renamed COMM110) is the prerequisite course for this minor, with a grade of C (not C-) or better.

Requirements

Five courses (15-16 credit hours) are required for the minor in Digital Marketing, Advertising, and Public Relations. Students must complete three core courses plus two elective IMC courses, at least one of which must be 300 level.

- Transfer students must complete at least three IMC courses (9 credit hours) at Roosevelt, including at least one 300-level IMC course.
- No 100-level courses may count toward the hours required for this minor.
- No pass/fail grades are accepted for this minor.
- All courses for the minor must be completed with a minimum grade of C (not C-) or better.
- Maintain at least an overall grade point average of B- (2.67 or higher GPA) in the minor.

Code	Title	Credit Hours
Required		**3**
IMC 202	IMC PRINCIPLES/BEST PRACTICES	
Choose any two of the Fundamentals courses below.		**6**
IMC 262	FUNDAMENTALS OF PR	
IMC 263	FUNDAMENTALS OF ADVERTISING	
IMC 264	FUNDAMENTALS OF DIGITAL AND SOCIAL MEDIA MARKETING	
Elective course options (choose any two, including at least one at the 300 level)		**6-7**
IMC 220	MEDIA WRITING (4 credit hours)	
IMC 240	MARKETING RESEARCH	
IMC 340	MEDIA RELATIONS	
IMC 344	BRAND MANAGEMENT	
IMC 345	ADVERTISING MEDIA	
IMC 349	CREATIVE MESSAGING: SOCIAL/ DIGITAL/TRADITIONAL MEDIA	
IMC 353	MULTICULTURAL MARKETING COMMUNICATIONS	
IMC 362	DIGITAL/SOCIAL MARKETING COMMUNICATIONS	
IMC 365	BRAND STORYTELLING	
IMC 374	CRISIS COMMUNICATION	
IMC 381	INTERNATIONAL MARKETING CULTURES	
IMC 391	INTERNATIONAL IMC STUDY EXPERIENCE	
Total Credit Hours		**15-16**