Students are required to complete 15 credits including 1 Consumer Communications course, 1 Advertising course, 1 Writing course as well as 2 of electives listed below to complete the program.

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| **Integrated Marketing and Communications Minor** **One Consumer Communications Course** (Select one) |
| MCA 112 | Fundamentals of Communication |  3 |
| MAR 201  | Principles of Marketing |  3 |
| **One Advertising Course** |
| MAR 221 | Fundamentals of Advertising and Promotion | 3 |
|  | **One Writing Course** (Select one) |  |
| MCA 337 | Writing Public Relations Copy | 3 |
| MCA 339 | Creative Writing for Broadcast Media | 3 |
| MCA 340 | Writing for Advertising | 3 |
|  |  [Two Media/Marketing Communications Campaigns Courses (3 credits each – Select 2)](http://pace.smartcatalogiq.com/en/2016-2017/Undergraduate-Catalog/Course-Descriptions/MCA-Media-and-Communication-Arts/300/MCA-357) |  |
|  | [MAR 346 Ad Team I (Brand Engagement)](http://pace.smartcatalogiq.com/en/2016-2017/Undergraduate-Catalog/Course-Descriptions/MCA-Media-and-Communication-Arts/300/MCA-363)MAR 348 Ad Team II (The Brand Pitch) *Prerequisites: MCA 112 or MAR 201 + MAR 221, 3.0 GPA, Ad Team application and instructor approval* | 6 |
|  | **(or two courses from the selections below)**MCA 364 Media and Strategic CommunicationMAR 345 Media Planning & BuyingMAR 445 Advertising and Communications StrategyMCA 497 Public Relations Campaigns | 6 |

Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ U-number\_\_\_\_\_\_\_\_\_\_\_\_

Chair Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_