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.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **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 Communication  MAR 345 Media Planning & Buying  MAR 445 Advertising and Communications Strategy  MCA 497 Public Relations Campaigns | | 6 |

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