



## Certificate in Business Promotions Management - 5060

### ***Required Core Courses***

***21 Hours***

- ACCT 2103 Financial Accounting **OR**  
ACCT 2003 Financial and Management Acct for Non-Business  
Majors
- MCOM 3343 Imaging for Media **OR**  
MCOM 3843 Advertising Copy & Layout
- MCOM 3893 Public Relations
- MCOM 4813 Public Relations Writing
- MGMT 3013 Principles of Management
- MKTG 3313 Principles of Marketing
- MKTG 3423 Integrated Marketing Comm

### ***Elective Classes***

***9 Hours***

- BUCOM 3133 Business Comm and Report Writing
- COMM 1113 Fundamentals of Human Comm
- COMM 2253 Communication in the Workplace
- MCOM 3343 Imaging for Media (If not taken above)
- MCOM 3843 Advertising Copy & Layout (If not taken above)
- MGMT 3043 Human Resources Management
- MGMT 4623 Leadership
- MKTG 3353 Retailing and eBusiness Management
- MKTG 3813 Professional Selling
- MKTG 4413 Marketing Research
- MKTG 4623 Marketing Analytics and Strategy

***Total Hours Required***

***30 Hours***