

2025-2026
Certificate in Promotions Management
(24 Credit Hours)



Required Courses

- ☐ MCOM 3343 Imaging for Media
- ☐ MCOM 3053 Social Media Management
- ☐ MCOM 3893 Public Relations
- ☐ MGMT 3013 Principles of Management
- ☐ MKTG 3313 Principles of Marketing
- ☐ MKTG 3423 Integrated Marketing Communications

Electives

Students will select an additional six (6) hours from Accounting, Business Administration, Information Technology Management, or MCOM upper-level courses.

- ☐ _____
- ☐ _____