

INTEGRATED MARKETING COMMUNICATIONS MINOR

Learn more at the Department of Strategic Communication page (<https://catalog.ithaca.edu/undergrad/schools/park-school-communications/departments-strategic-communication/#text>)

Requirements

Code	Title	Credits
Required Courses for the Minor		
STCM 10300	Introduction to Strategic Communication	3
STCM 11100	Presentation & Graphic Design	3
STCM 23200	Public Relations	3
STCM 24100	Advertising	3
MKTG 31200	Principles of Marketing	3
Choose ONE of the following:		3
STCM 30900	Media Planning	
STCM 33000	Advertising Copywriting and Art Direction	
STCM 33200	Writing for Public Relations	
STCM 36600	Global, Intercultural, and Multicultural Public Relations	
Total Credits		18

Additional Requirements for the Minor

All prerequisite courses must be completed with a grade of B or better to qualify the student for placement in advanced courses.