

Certificate in Marketing Communication

Twelve semester hours must be new coursework with MBU.

Department: Business

Type: Certificate

Required Courses

Item #	Title	Credits
BUAD 230	MARKETING PRINCIPLES	3
BUAD 338	AUDIENCE INSIGHTS & ANALYSIS	3
BUAD 362	BUYER BEHAVIOR	3
COMM 115	MASS COMMUNICATION (S)	3
COMM 240	ADVERTISING	3
COMM 260	PUBLIC RELATIONS	3
COMM 300	PERSUASIVE CAMPAIGNS	3

[COMM 300](#) may be replaced by an approved 300-level substitute.

Total credits:	21
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