

# CONCENTRATION IN INTEGRATED MARKETING COMMUNICATIONS

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## Requirements

The secondary concentration in Integrated Marketing Communications requires three courses (9 credits).

Course	Title	Credits
MKBU 3434	Fundamentals of Integrated Marketing Communication	3
MKBU 4115	Marketing Messaging & Activation	3
MKBU 4113 or MKBU 4105 ST: Services Marketing	Digital Marketing	3
<b>Total Credits</b>		<b>9</b>

All credits earned towards this secondary concentration may double-count towards a major in Marketing.