

Integrated Marketing Techniques • *Minor*

Why Choose an Integrated Marketing Techniques Minor?

Integrated Marketing is a management concept designed to integrate all aspects of marketing communication such as advertising, sales promotion, public relations, and direct marketing. The goal of integrated marketing is to create and sustain an overall brand that is consistent and targeted to select markets. The integrated marketing field has grown significantly and marketing organizations are requiring employees to have knowledge in all aspects tactics and techniques. The Integrated Marketing Techniques Minor provides this knowledge base while allowing students to specialize in their area of interest. The completion of this minor provides a firm academic basis for additional advanced courses in the discipline.

Get a Great Job

Professionals in the field of Integrated Marketing work to maximize the impact and efficiency of marketing strategies. As the national and global economies develop, companies will use integrated marketing more and more to differentiate themselves from competition and position themselves with key publics. People with knowledge and experience in integrated marketing are in high demand and this field is projected to be an area of growth for the future.

Admissions Requirements

Any Ferris student interested in improving his/her career opportunities can obtain the Integrated Marketing Techniques minor in conjunction with his/her baccalaureate.

Graduation Requirements

You will receive the Integrated Marketing Techniques minor upon graduation with a baccalaureate degree, and after completion of the requirements for the minor with a minimum 2.0 grade point average in the Integrated Marketing Techniques courses.

No more than 50% of the credits in this minor may be transferred from another institution, nor will the certificate be granted if more than 6 of the minor credits are specifically required in the student's major.

Required Courses

	Credit Hours
AIMC 222 Prin of Advertising/IMC	3
MKTG 231 Professional Selling	3
MKTG 321 Principles of Marketing	3
PREL 240 Public Relations Principle	3
Elective (Choose an emphasis OR a combination of any two courses from below:)	
Advertising Media Emphasis:	
AIMC 334 Fundamentals of Media	3
AIMC 376 Media Strategy and Tactics	3
Analytical Marketing Emphasis:	
MKTG 378 Marketing Data Analysis	3
MKTG 425 Marketing Research	3
Business Marketing Emphasis:	
MKTG 410 Industrial Marketing	3
AIMC 375 Bus-to-Bus Advertising/IMC	3
Communication Emphasis:	
COMM 333 Theories of Persuasion	3
COMM 385 Broadcast Writing	3
Creative Advertising Emphasis:	
AIMC 312 Layout and Production	3
AIMC 324 Promotional Writing	3
Direct Marketing Emphasis:	
MKTG 383 Direct Marketing	3
STQM 200 Intro to Data Mining	3
E-Commerce Marketing Emphasis:	
ECOM 375 Bus to Bus E-Commerce MKTG	3
ECOM 383 Bus to Con E-Commerce MKTG	3
Graphic Design Emphasis:	
GRDE 118 Desktop Publishing	3
GRDE 226 Prin of Interactive Design	3
Marketing Sales Emphasis:	
MKTG 322 Consumer Behavior	3
MKTG 434 Advanced Selling	3
Product and Non-Profit Marketing Emphasis:	
MKTG 375 Mktg for Non-Profit Organiz	3
MKTG 475 Product Marketing	3
Public Relations Emphasis:	
PREL 341 Public Relations Writing\Tools	3
PREL 342 Public Relations Tactics\Plans	3
Retailing Emphasis:	
RETG 337 Principles of Retailing	3
RETG 339 Retail Merchandising	3
Statistics Emphasis:	
STQM 260 Introduction to Statistics	3
STQM 322 Inferential Statistics	3
Other: Electives (requires advisor approval)	6
Minimum credit hours required for minor:	18



More Information

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FERRIS STATE UNIVERSITY

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