

BUSINESS MANAGEMENT: PROMOTION AND PUBLIC RELATIONS, C.S.C.

Location(s): AN, NOL

NOVA Code: 221-251-03

Purpose

This program is designed to offer students already employed in promotion and public relations the opportunity to improve and update their skills, allowing for advancement on the job. Interested students will have an opportunity to explore this field as a career and become acquainted with fundamental skills.

Recommended Preparation

The student should possess a proficiency in high school English.

One Year

Course	Title	Credits
1st Semester		
ENG 111	College Composition I	3
MKT 201	Introduction to Marketing	3
MKT 215	Sales and Marketing Management	3
SDV 100 or SDV 101	College Success Skills or Orientation to:	1
Credits		10
2nd Semester		
Select one of the following ENG Electives:		3
ENG 112	College Composition II	
ENG 115	Technical Writing	
ENG 116	Writing For Business	
MKT 221	Public Relations	3
MKT 228	Promotion	3
Credits		9
Total Credits		19