

2023-2024
MARKETING MINOR



THE MINOR (21 credits)

Courses in a minor do not "double-count" with a major field of study or another minor field of study unless the course is considered a requirement for both programs.

MARKETING MINOR COURSES

| | | |
|------------|----------------------|---|
| MKT 2150 | Marketing Principles | 3 |
| @ MKT 3270 | Consumer Behavior | 3 |
| @ MKT 4150 | Marketing Research | 3 |
| @ MKT 4170 | Advanced Marketing | 3 |

Choose three of the following:

| | | |
|------------|--------------------------------|---|
| @ MKT 2500 | Digital & Internet Marketing | 3 |
| @ MKT 3550 | Services & Nonprofit Marketing | 3 |
| @ MKT 3430 | Advertising & Promotion | 3 |
| @ MKT 4100 | Product Management | 3 |
| @ MKT 4190 | Sales and Sales Management | 3 |
| @ MKT 4300 | International Marketing | 3 |

GRADUATION REQUIREMENTS

To receive a degree, each student must satisfy checklist requirements, earn 120 credit hours, have a 2.2 GPA in major courses, and a GPA of 2.0 overall. It is the student's responsibility to work with his/her advisor and monitor progress toward these goals. Some majors and/or minors may have more stringent guidelines.

† Indicates a course taught by a partner college/university.

@ Indicates a course with prerequisites. Please review catalog for prerequisites.