



2017-2018
MARKETING MINOR

MARKETING MINOR COURSES (21 credits)

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

Choose 3 of the following:

ISM 2700	HTML & Web Development	3
@ MKT 3550	Nonprofit Marketing	3
@ MKT 3430	Advertising & Promotion	3
@ MKT 4030	Services Marketing	3
@ MKT 4100	Product Management	3
@ MKT 4190	Sales and Sales Management	3

TOTAL MINOR HOURS: 21

APPLIED LEARNING CREDITS: 0/12

A minimum of 6 Applied Learning credits must be earned by each student in experiential education taking place outside the traditional classroom setting.

@ Indicates a course with prerequisites
Please review catalog for prerequisites

TOTAL CREDITS TO GRADUATE: 120

To receive a degree, each student must satisfy checksheet requirements, earn 120 credit hours, fulfill 12 credits of Applied Learning, 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.