

2026-2027
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, a 2.0 in minor 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.