

Minor in Marketing (2017-18 Catalog requirements)

Not available to Accounting or Business Administration majors. A GPA of 2.000 among all courses for the minor is required.

Required courses (18 hours):

- BUS 2000 Introduction to Business
- MKT 3120 Principles of Marketing
- MKT 3200 Consumer Behavior*
- MKT 4300 Integrated Marketing Communications*
- MKT 4800 Marketing Strategy*
- One of the following course:
 - MKT 3130 International Marketing
 - MKT 4050 Retail Management*
 - MKT 4200 Personal Selling and Sales Management*
 - MKT 4400 Social Media Marketing*
 - MKT 4500 Marketing Research* **
 - MKT 4850 Marketing Internship*
 - MKTS4xxx Special Topics in Marketing*

ECN 2030 is recommended as a General Education Social Science course.

* Requires a C or better in MKT 3120.

** Requires a C or better in DSC 3140.