

MARKETING MINOR

Marketing Minor Requirements

The minor in marketing is designed for students who would like to supplement their degree with a set of skills and understandings in the field of marketing. The following courses are required.

Code	Title	Hours
ECON 002	PRINCIPLES OF MICROECONOMICS	3
MKTG 101	MARKETING PRINCIPLES	3
MKTG 115	CONSUMER BEHAVIOR	3
MKTG 120	DIGITAL MARKETING	3
PSY 001	INTRODUCTION TO PSYCHOLOGY (with lab)	4
Electives		
Select two of the following:		6
MKTG 102	PROFESSIONAL SELLING	
MKTG 104	SALES MANAGEMENT	
MKTG 106	INTEGRATED MARKETING COMMUNICATION	
MKTG 111	DIRECT AND INTERACTIVE MARKETING	
MKTG 113	MARKETING RESEARCH	
MKTG 130	MARKETING ANALYTICS	
MKTG 170	GLOBAL MARKETING	
MKTG 180	NEW PRODUCT MARKETING	
MKTG 195	MARKETING MANAGEMENT	
Total Hours		22

A total of 6 hours of transfer credit may be applied toward the required courses for the Marketing minor. The Marketing minor must have a 2.00 GPA or above.