

Minor in Marketing

Requirements for a minor in Marketing (21 units)

Required Courses: (9)

MKTG 3050	Marketing Principles	3
MKTG 3160	Research Methods	3
MKTG 4100	Consumer Behavior	3

Twelve units from the following courses: (12) 12

MKTG 4160	Marketing Research
MKTG 4200	Marketing Communications
MKTG 4300	Professional Selling and Sales Management
MKTG 4460	Integrated Marketing Communications
MKTG 4600	Retailing and Ecommerce
MKTG 4700	International Marketing
MKTG 4750	Digital Marketing
MKTG 4760	Strategic Issues in International Business
MKTG 4960	Strategic Marketing Planning
MKTG 5160	Marketing Data Analytics
MKTG 5250	Sports and Entertainment Marketing
MKTG 5600	Experiential Marketing

Total Units **21**