

# Minor in Sports and Entertainment Marketing

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## Requirements for a minor in Sports Entertainment Marketing (18 units)

MKTG 3050	Marketing Principles	3
MKTG 4300	Professional Selling and Sales Management	3
MKTG 5250	Sports and Entertainment Marketing	3
MKTG 5500	Advanced Sports Marketing Planning and Strategy	3
MKTG 5550	Advanced Entertainment Marketing Planning and Strategy	3
<b>Three units chosen from the following courses: (3)</b>		<b>3</b>
MKTG 3160	Research Methods	
MKTG 4100	Consumer Behavior	
MKTG 4160	Marketing Research	
MKTG 4200	Marketing Communications	
MKTG 5930	Seminar in Marketing	
ADMN 5753	Internship	
<b>Total Units</b>		<b>18</b>