

MARKETING MINOR

This minor provides students with a basic foundation in marketing by exposing them to the functions that constitute the marketing discipline, including market research techniques and consumer behavior.

For a 15-credit minor in marketing, students complete the following:

Code	Title	Credits
Requirements		
MKTG 1101	Principles of Marketing	3
MKTG 2212	Consumer Behavior	3
MKTG 2311	Marketing Research ¹	3
Select two courses from the following:		6
MKTG 2221	Sales and Sales Management	
MKTG 2231	Advertising	
MKTG 2241	Digital Marketing	
MKTG 2251	Social Media Marketing	
MKTG 2261	Sports Marketing	
MKTG 3321	Marketing Channels	
MKTG 3322	Business-to-Business Marketing	
MKTG 3331	Media Strategy	
MKTG 3332	Public Relations Strategy	
MKTG 3341	Brand Management	
MKTG 3342	Contemporary Issues in Marketing	
MKTG 4312	Global Marketing	
Total Credits		15

¹ Students should note that one course in statistics is a prerequisite for MKTG 2311.