

Marketing Minor

Marketing Minor Requirements

18 Credits

Code	Title	Hours
MKTG 3010	Marketing Principles (ALPP)	3

Marketing Minor Elective Courses

Complete 15 credits from the following:

STAT 2040	Business Statistics	3
MKTG 3450	Consumer Behavior	3
MKTG 3500	Digital Marketing	3
MKTG 3515	Sales Management (ALPP)	3
MKTG 4100	Marketing Research	3
MKTG 4200	Entrepreneurial Marketing	3
MKTG 4800	Marketing Strategy	3
MKTG 3900	Retail Management (ALPP)	3
MKTG 4500	Product Marketing	3
MKTG 3550	Search Engine Optimization and Marketing	3
MKTG 4600R	Marketing Practicum	1-3
MKTG 3600	Services Marketing	3
MKTG 4300	International Marketing	3

Completion Requirements

- Complete all courses that fulfill requirements in the minor with a grade C- or higher.

Notes:

An academic minor is an attribute of a baccalaureate degree, not an entity by itself, and can only be awarded at the same time a student graduates with a bachelor's degree. Students must declare a minor prior to submitting a graduation application. A minor may not be added to a previously awarded degree. Students must complete the minor requirements prior to or concurrent with completion of their bachelor's degree requirements. Minors are not available with associate's degrees.

Students may not declare a minor that is in the same discipline as their major. Example: English majors cannot declare any English minor.

Integrated Studies majors may not have an academic minor in the same discipline as either of their two declared emphases. Example: An Integrated Studies major with emphases in English and Spanish cannot receive a minor in either English or Spanish.