

MARKETING, MINOR

Requirements

Required for Minor in Marketing for non-business majors¹: 6 courses

Code	Title	Credits
BUS 100	Business Perspectives	4
ECN 150	Introductory Macroeconomics: The U.S. in the Global Economy I	3
BUS 204	Principles of Marketing with Applications	3
Select one of the following:		3
BUS 101	Introduction to Financial Accounting	
BUS 203	Organizational Behavior and Skill Development	
BUS 205	Business Systems for Analytics	
Select two of the following: ²		6
MKT 301	Personal Selling	
MKT 302	Advertising and Promotional Management	
MKT 303	Sales Management	
MKT 304	Business to Business Marketing	
MKT 305	International Marketing	
MKT 306	Internet Marketing	
MKT 307	Services Marketing	
MKT 308	Financial Services Marketing	
MKT 309	Retailing	
MKT 310	New Product Development	
MKT 311	Applied Digital Marketing Analytics	
MKT 370	Special Topics	
MKT 371	Consumer Behavior	
Total Credits		19

1

Successful completion of BUS 204 Principles of Marketing with Applications is required for all 300- or 400-level marketing courses.

2

Business majors cannot have a minor in marketing. Business majors who wish to have more than one business concentration should become dual business majors.