

MARKETING MINOR

The Marketing minor allows students majoring in business or other disciplines to explore topics in various aspects of marketing, including digital and search engine marketing, consumer behavior, retail marketing, advertising, and marketing management. The Marketing minor requires successful completion of 18 credits in Marketing courses. These courses may fulfill major-area or open electives.

Best Fit Majors: Accounting, Business Management, Hospitality Management, and Sports Management

Code	Title	Credits
Required Marketing Minor Courses		
MK-101	Marketing Foundations	3
MK-110	Social Media Marketing	3
MK-201	Integrated Advertising & Promotions	3
Elective Courses		
Select three of the following:		9
MK-202	Art of Selling	
MK-203	Branding & Product Development	
MK-204	Entrepreneurial Marketing	
MK-206	Digital & Search Engine Marketing	
MK-212	Market Research	
MK-340	Global Marketing & Promotions	
MK-342	Consumer Behavior	
Total Credits		18