Minor in Marketing  2017-2018

The Minor in Marketing is available only to students pursuing a B.B.A. degree. All students pursuing the Minor in Marketing must complete 18 semester credit hours.

A. Required coursework  
MKT 3013  Principles of Marketing  

B. Additional courses  
Select five of the following courses:
MKT 3043  Advertising  
MKT 3063  Personal Selling  
MKT 3083  Marketing Research  
MKT 3113  Retailing  
MKT 4063  Multicultural Marketing  
MKT 4073  International Marketing  
MKT 4093  Consumer Behavior  
MKT 4143  Sports Marketing  
MKT 4233  Integrated Marketing Communications  
MKT 4953  Special Studies in Marketing  

Total Credit Hours  18

To declare a Minor in Marketing, obtain advice, and seek approval of substitutions for course requirements, students must consult their academic advisor.