



Minor in Marketing

All students pursuing the Minor in Marketing must complete 18 semester credit hours.

Code	Title	Credit Hours
A. Required coursework		3
MKT 3013	Principles of Marketing	
B. Additional courses		15
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	
MKT 4033	Social Media Marketing	
MKT 4253	Digital Marketing	
Total Credit Hours		18

Course List

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