

Marketing Minor

Marketing Minor – 15 credits

Minimum GPA required: 2.00

<i>Course</i>	<i>Grade</i>
<i>Required Course (3 credits)</i>	
MKT 3000 Intro to Marketing (Prerequisite: Minimum earned credits of 30)	
<i>Elective Courses* (12 credits) – Select four of the following:</i>	
MKT 3300 Marketing Channels and Distribution	
MKT 3400 Integrated Marketing Communications	
MKT 3500 Sports Marketing	
MKT 3600 Marketing Research	
MKT 3700 Social Media and Digital Marketing	
MKT 4400 Consumer Behavior	
MKT 4440 Personal Selling	
MKT 4450 Sales Management	
MKT 4550 International Marketing	
MKT 4600 Brand Management	
MKT 4650 Marketing Analytics	
MKT 4900 Marketing Strategy (Prerequisite: Minimum earned credits of 90)	
MKT 4910 Marketing Internship**	

*Prerequisite: MKT 3000

**Requires a minimum GPA of 3.00