

Minor in Marketing

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Marketing topics are of interest to virtually all companies. The minor in marketing will enable business students to study the foundations of this career field and broaden their knowledge in a variety of marketing areas.

This minor is only open to students in the B.S.B. degree program pursuing one of the business majors other than marketing (e.g., accounting, finance, business analytics, etc.).

This minor is not open to non-business students.

Requirements for the Minor in Marketing

15 Credit Hours Required

| Code | Title | Hours |
|---|---|-------|
| Complete 2 required courses: | | |
| MKTG 415 | Marketing Research for Managers | 3 |
| MKTG 443 | Digital Marketing and Social Media | 3 |
| Choose 3 elective courses from the list below: | | |
| MKTG 315 | Sales Force Management | 3 |
| MKTG 316 | Professional Selling Skills | 3 |
| MKTG 400 | Special Topics in Marketing: _____ (Sports and Entertainment Marketing) | 1-5 |
| MKTG 411 | Introduction to Consumer Behavior | 3 |
| MKTG 420 | Integrated Marketing Communications | 3 |
| MKTG 425 | Sales Force Management | 3 |
| MKTG 426 | Professional Selling Skills | 3 |
| MKTG 430 | New Product Management | 3 |
| MKTG 435 | Marketing Strategy | 3 |
| MKTG 440 | Global Marketing | 3 |
| MKTG 445 | Services Marketing | 3 |
| MKTG 448 | Managing Brands | 3 |
| MKTG 453 | Retailing, Distribution Channel and Supply Chains | 3 |
| MKTG 455 | Pricing | 3 |
| MKTG 465 | Customer Relationship Management | 3 |
| MKTG 470 | Marketing Analytics | 3 |