

MARKETING, MINOR

The Marketing minor allows students to focus on a specific area of business that is always in demand. Students will learn about consumer influence, market research, customer relations, and global marketing. Promotion and advertising are relevant to numerous professions and essential to successful business operations. Digital marketing and social media have become primary communication tools, and data analysis is utilized to predict marketplace trends. The marketing minor may provide a competitive edge and additional employment opportunities.

Program Requirements

Code	Title	Credit Hours
Required Courses		3
MKTG 3101	Principles of Marketing	
Elective Courses		12
Choose four from the following:		
MKTG 3302	Consumer Behavior	
MKTG 3312	Services Marketing	
MKTG 3420	Global Business	
MKTG 3520	Negotiation and Conflict Mgmt.	
MKTG 4104	Market Research & Analytics	
MKTG 4106	Advertising and Promotion Stra	
MKTG 4110	Digital and Social Media Marketing	
MKTG 4111	Advanced Digital Marketing	
MKTG 4112	Social Media Marketing	
MKTG 4200	Sports Marketing	
MKTG 4207	Professional Selling	
MKTG 4420	International Marketing	
MKTG 4450	Multicultural Marketing	
MKTG 4510	Retailing	
MKTG 4750	Marketing Strategy	
MKTG 4800	Selected Topics in Marketing	
SCML 3105	Intro to Transportation & Log.	
CMS 3550	Introduction to Advertising	
CMS 3560	Introduction to Public Relations	
Total Credit Hours		15