

Minor in Marketing

College of Business

DEGREE PLAN

Minor in Marketing		18 Hours
REQUIRED		12
ECON 2013	Principles of Economics - Macro	3
or ECON 2023	Principles of Economics - Micro	3
MKTG 3303	Introduction to Marketing	3
MKTG 3343	Selling and Sales Management	3
MKTG 4373	Small Business Marketing	3
or MKTG 3363	International Marketing	3
OPTIONS — SELECT TWO COURSES		6
CIS 3623	Introduction to Web Development	3
MKTG 3323	Introduction to Marketing Analytics and Web Intelligence	3
MKTG 3383	Internet/Digital Marketing	3
MKTG 4303	Marketing Research and Consumer Behavior	3
MKTG 4353	Marketing Management	3
Total Hours		
Required		12
Options		6
Total hours required for minor		18

If any of the courses required in the minor are counted in the student's common core, major or area of concentration, additional courses from the College of Business must be taken to bring the total minor program to 18 hours. Such substitutions must be approved by the Dean of the College of Business.

A maximum of 3 hours of Cooperative Education Courses may count towards the business minor.