

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 3333 | Consumer Behavior/Advertising | 3 |
| or MKTG 3343 | Selling and Sales Management | 3 |
| MKTG 3373 | Small Business Marketing | 3 |
| or MKTG 3363 | International Marketing | 3 |
| OPTIONS — SELECT TWO COURSES | | 6 |
| CIS 3623 | Introduction to Web Development | 3 |
| MKTG 3333 | Consumer Behavior/Advertising | 3 |
| MKTG 3343 | Selling and Sales Management | 3 |
| MKTG 3363 | International Marketing | 3 |
| MKTG 3373 | Small Business Marketing | 3 |
| MKTG 4303 | Marketing Research | 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.