

MARKETING MINOR

The minor in marketing is directed toward the student who is willing to stay in school for a minimum of 4½ years. It includes a major other than marketing and an additional 18 semester hours in marketing courses.

Code	Title	Credit Hours
Required Courses		
MKTG 300	Principles Of Marketing	3
Or		
COBU 301	Principles of Marketing	3
Electives		
The student may select five of the following marketing courses:		15
MKTG 303	Integrated Marketing Comm	3
MKTG 305	Brand Management	3
MKTG 306	Mktg Channels Physical Distr M	3
MKTG 401	Marketing Research	3
MKTG 402	Advertising	3
MKTG 404	Consumer Behavior	3
MKTG 405	Seminar In Marketing	3
MKTG 406	Digital Marketing	3
MKTG 408	International Marketing	3
MKTG 411	Purchasing Materials Managemen	3
MKTG 460	Direct Marketing	3
MKTG 461	Sales Management	3
MKTG 462	Industrial Marketing	3
MKTG 470	Services & Non-Profit Marketin	3
MKTG 489	Strategic Marketing	3
Total Credit Hours		66

The student should seek proper academic advisement from Marketing faculty in the Reginald F. Lewis College of Business. The student is required to meet all prerequisites before enrolling in any course.