

MINOR IN MARKETING

REQUIREMENTS FOR THE MINOR IN MARKETING

REQUIRED COURSES

<u>COURSE NO</u>	<u>COURSE TITLE</u>
ECON 175	Economics of Free Enterprise & Public Policy
or	
ECON 212	Principles of Microeconomics
MGMT 120	Introduction to Business
MKTG 360	Principles of Marketing <i>(pre-req for all the 300/400 level marketing classes)</i>

ELECTIVES (9 credits)

STUDENTS MUST SELECT 3 OF THE FOLLOWING COURSES:

ECON 221:	Statistics, Data Analytics, and Modeling for Business and Economics I
MKTG 361:	Marketing Management
MKTG 434:	Digital Retailing
MKTG 363:	Integrated Marketing Communication
MKTG 366:	Channels of Distribution
MKTG 369:	Services Marketing
MKTG/RE 374:	Real Estate Marketing and Brokerage
MKTG 463:	Gender and Diversity in Management and Marketing
MKTG 465:	Marketing Problems
MKTG 468:	Buyer Behavior
MKTG 469:	International Marketing
MKTG 491:	Digital Marketing & Analytics
MKTG 495:	Special Topics in Marketing

No Changes Since Fall 2021

