

Marketing

Minor

	MINOR
Hours Required in Marketing:	12
Hours Required in Other Departments:	6
Total Hours Required:	18

Coordinator:

Dr. Carol Gaumer, Associate Professor, Department of Marketing and Finance

Associate Professors:

Ashley-Cotleur, Gaumer

Assistant Professors:

Dean, Ye

Lecturer:

Arnone

- Only courses in which a grade of C or better is earned will count towards satisfaction of minor requirements.
- Not open to students completing the marketing concentration in the business administration major.
- You cannot major in Marketing.

Summary of Requirements for Minor in Marketing

1. Required Courses: (9 hours)

BUAD 100 Introduction to Business
 or ACCT 211 Financial Accounting
 ECON 201/211 Principles of Economics (Macro)
 MKTG 361 Principles of Marketing

2. Elective Courses: (9 hours)

Choose three of the following:

MKTG 363 Advertising
 MKTG 365 Professional Selling and Sales Management
 MKTG 366 Consumer Behavior
 MKTG 465 Marketing Strategies