Marketing

MINOR

Coordinator: Dr. Carol Gaumer, Chair, Dept. of Marketing and Finance

- 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

Program Requirements

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<th>MINOR</th>
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<tr>
<td>Hours Required in Marketing:</td>
<td>18</td>
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<tr>
<td>Total Hours Required:</td>
<td>18</td>
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Requirements for Minor in Marketing

1. Required Courses: (6 hours)
   MKTG 361 Principles of Marketing
   MKTG 366 Consumer Behavior

2. Elective Courses: (12 hours)
   Select four of the following:
   MKTG 363 Advertising
   MKTG 364 Branding Strategy
   MKTG 365 Professional Selling and Relationship Management
   MKTG 460 Global Marketing
   MKTG 465 Marketing Strategies
   MKTG 466 Services Marketing
   MKTG 467 Digital and Social Media Marketing