

## Marketing Minor

2024 – 2025 Undergraduate Catalog

Required Courses			
✓	Course Code & Name	Credits	Semester
	MKTG 261 – Principles of Marketing	3	
	MKTG 366 – Consumer Behavior	3	
Elective Courses			
Total Credits		18	

Elective options:

- Earn at least 12 credits from the following:
  - [MKTG363](#) - Advertising (3)
  - [MKTG364](#) - Branding Strategy (3)
  - [MKTG365](#) - Professional Selling and Relationship Management (3)
  - [MKTG460](#) - Global Marketing (3)
  - [MKTG465](#) - Marketing Strategies (3)
  - [MKTG466](#) - Services Marketing (3)
  - [MKTG467](#) - Digital and Social Media Marketing (3)