

Minor in Marketing

The minor in marketing allows business students to pursue a focused program of study in marketing. The program prepares students to identify marketing problems and then develop creative solutions that enhance firm performance. Students develop the necessary knowledge and skills to tackle real marketing problems to effectively address segmentation, targeting, and positioning of products and services in both consumer and industrial settings.

Degree Plan

Minor in Marketing for Non-Business Majors

Code	Title	Hours
Marketing Minor		
Required Courses:		
ACCT 2301	Principles of Accounting I	3
MKT 3300	Principles of Marketing	3
MKT 3302	Consumer Behavior	3
QMB 2301	Fundamentals of Bus Statistics	3
Select two courses from the following:		6
MKT 3320	Advertising & Sales Promotion	
MKT 4301	Marketing Research	
MKT 4305	Selling and Sales Management	
MKT 4307	Multi-Cultural Marketing	
MKT 4310	Principles of Retailing	
MKT 4325	International Marketing	
MKT 4391	Services Marketing	
Math Requirement		
Select one of the following:		3-4
MATH 1320	Math for Social Sciences I	
MATH 1411	Calculus I	
MATH 1508	Precalculus	
MATH 2301	Math for Social Sciences II	
STAT 2480	Elementary Statistical Methods	
Total Hours		21-22

Minor in Marketing for Business Majors

Code	Title	Hours
MKT 3302	Consumer Behavior	3
MKT 4301	Marketing Research	3
MKT 4395	Strategic Marketing Management	3
One Marketing Elective		3
Total Hours		12