

MARKETING, MINOR

Code	Title	Credits
Marketing Minor Core		
MKTG 301	Principles of Marketing	3
MKTG 331	Principles of Selling	3
MKTG 381	Advertising Management	3
Select 6 credits of the following:		6
MKTG 321	Retail Management	
MKTG 391	Consumer Behavior	
MKTG 411	Integrated Marketing Communications (IMC)	
MKTG 421	Business-to-Business Marketing	
MKTG 431	Sales Management	
MKTG 441	Marketing Research	
MKTG 451	Introduction to Digital Marketing	
MKTG 451L	e-Marketing Lab	
MKTG 452	Social Media Marketing	
MKTG 471	International Marketing	
Total Credits		15