

MARKETING MINOR

Required College of Business Courses for Minor

Code	Title	Hours
ACC-2050	Financial Accounting	3
MGT-2100	Principles of Management	3
MGT-2011	Contemporary Business Law	3
MKT-2200	Marketing: From Principles to Digital Practice	3

Minor Requirements

Code	Title	Hours
MKT-4540	Marketing Communication	3
Select two of the following:		6
MKT-2105	Essentials of Digital Marketing	
MGT-4300	Field Study in International and Global Business Strategy (Study Abroad)	
MKT-4000	Marketing Research	
MKT-4110	Advertising	
MKT-4130	New Product Development	
MKT-4140	Global Marketing	
MKT-4150	Consumer Behavior	
Total Hours		9

Minors can be added to a major so long as the programs of study are different and all courses must be completed. A student cannot be awarded a degree with just a minor. Courses within the minor can double count in the major as long as 1/3 of the courses are unique to the major or any other minor.