

Marketing Minor

Marketing Minor Requirements

21 credits

Code	Title	Hours
ISA 2010	Proficiency in Excel & SQL	3
ECON 2010	Micro Economics (SS, GC)	3
MKTG 3010	Marketing Principles (ALPP)	3
STAT 2040	Business Statistics	3

Marketing Minor Elective Courses

Complete nine (9) credits from the following:

MKTG 3450	Consumer Behavior	3
MKTG 3500	Promotion Management	3
MKTG 3515	Sales Management (ALPP)	3
MKTG 4100	Marketing Research	3
MKTG 4200	Entrepreneurial Marketing	3
MKTG 4700	Marketing Strategy	3
SE 3550	Online Marketing and SEO (ALCS) ¹	3

¹ If SE 3550 is used to fulfill a core or elective requirement in a student's major, it may not be used to fulfill an elective requirement in the Marketing minor.

Completion Requirements

- Complete all courses that fulfill requirements in the minor with a grade C or higher.

Notes:

An academic minor is an attribute of a baccalaureate degree, not an entity by itself, and can only be awarded at the same time a student graduates with a bachelor's degree. Students must declare a minor prior to submitting a graduation application. A minor may not be added to a previously awarded degree. Students must complete the minor requirements prior to or concurrent with completion of their bachelor's degree requirements. Minors are not available with associate's degrees.

Students may not declare a minor that is in the same discipline as their major. Example: English majors cannot declare any English minor.

Integrated Studies majors may not have an academic minor in the same discipline as either of their two declared emphases. Example: An Integrated Studies major with emphases in English and Spanish cannot receive a minor in either English or Spanish.