

Minor in Marketing

Marketing Minor – 15 credits
Minimum GPA required: 2.00

<i>Course</i>	<i>Grade</i>
<i>Required Course (3 credits)</i>	
MKT 3000 Intro to Marketing	
<i>Elective Courses (12 credits) – Select four of the following:</i>	
MKT 3300 Marketing Channels and Distribution	
MKT 3400 Integrated Marketing Communications	
MKT 3600 Marketing Research	
MKT 4400 Consumer Behavior	
MKT 4550 International Marketing	
MKT 4600 Brand Management	
MKT 4650 Marketing Analytics	
MKT 4900 Marketing Strategy	
MKT 4910 Marketing Internship*	

*Requires a minimum GPA of 3.00