

Marketing Minor

Required Courses:

- MKT 205: Principles of Marketing (3 credits)
 - o *Minimum grade of C is required*
- MKT 335: Buyer Behavior (3 credits)
- Electives (4):
 - o MKT 279 Special Topics (3 credits)
 - o MKT 292 Bauhaus Design (3 credits)
 - o MKT 310 Personal Selling (3 credits)
 - o MKT 311 Sales Management (3 credits)
 - o MKT 336 Integrated Marketing Communication (3 credits)
 - o MKT 340 Digital Marketing (3 credits)
 - o MKT 344 Sports Marketing (3 credits)
 - o MKT 348 Public Relations (3 credits)
 - o MKT 367 Marketing Campaigns in U.S. History c. 1850 (3 credits)
 - o MKT 404 Advanced Advertising (3 credits)
 - o MKT 423 Fashion Marketing (3 credits)
 - o MKT 426 International Marketing (3 credits)
 - o MKT 434 Marketing Research (3 credits)
 - o MKT 444 Brand Marketing (3 credits)
 - o MKT 470 Special Topics in Marketing (3 credits)
 - o MKT 490 Independent Study in Marketing (3 credits)

Students must take either MKT 310, MKT 336 or MKT 404 as one of their electives.

- **Note:** A total of **four** electives are required in addition to the two foundational courses.

Other Information:

- Only available to students in the Schools of Arts and Sciences and School of Education and Social Work. Business majors are not eligible for marketing minors.
- Students must declare a marketing minor prior to the end of their sophomore year.