

# MARKETING MINOR

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Degree: Minor

Major: Marketing

Total Hours: 18

| Code                    | Title                                | Hours     |
|-------------------------|--------------------------------------|-----------|
| <b>Required Courses</b> |                                      |           |
| MKTG 3310               | Principles of Marketing              | 3         |
| MKTG 3360               | Consumer Behavior                    | 3         |
| MKTG 4340               | Marketing Promotion                  | 3         |
| MKTG 4380               | Marketing Analytics                  | 3         |
| Select Two From:        |                                      | 6         |
| MKTG 3350               | Digital Marketing                    |           |
| MKTG 4310               | Marketing Management                 |           |
| MKTG 4330               | International Marketing              |           |
| MKTG 4350               | Entrepreneurial Market Opportunities |           |
| <b>Total Hours</b>      |                                      | <b>18</b> |