

MINOR IN MARKETING (5 COURSES)

The minor requires five (5) courses as follows:

Two (2) required courses:

- MRKT 181 Marketing Principles
- MRKT 301 Brand Management

Three (3) electives from the following list:

- MGMT 300 Doing Business Abroad
- MRKT 308 Digital and Social Media Marketing
- MRKT 310 Marketing Research
- MRKT 313 Promotional Strategy
- MRKT 318 International Marketing
- MRKT 320 Retail and Business Marketing
- MRKT 324 Sports Marketing
- MRKT 375 Sales
- MRKT 410 Advanced Marketing Research
- MRKT 480 Strategic Marketing