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:
- COMM 270 Advertising Techniques or MRKT 313 Advertising & Promotions
- COMM 277 Public Relations
- MRKT 218 Personal Branding and Business Etiquette
- MRKT 240 Consumer Behavior
- MRKT 308 Digital and Social Media Marketing
- MRKT 310 Marketing Research
- MRKT 318 International Marketing
- MRKT 375 Sales
- MRKT 410 Advanced Marketing Research
- MRKT 480 Strategic Marketing
- MRKT 495 Internship in Marketing
- SPMK 324 Sports Marketing