MINOR IN MARKETING
(5 Courses)

Notes:
• Courses in the minor may also be used to fulfill General Education (Gen. Ed.) requirements (see notation following course title). Depending on a student’s major some Gen. Eds. may already be fulfilled.
• A minimum of three (3) course-credits (12 semester hours) in the minor must be completed at Framingham State University to meet the residency requirement.

Two (2) required courses:

________ MRKT 181 Marketing Principles
________ MRKT 301 Brand Management

Choose three (3) from the following:

________ COMM 270 Advertising Techniques
________ 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