

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 231	Advertising Techniques
	<u>or</u> MRKT 313	Advertising & Promotions
_____	COMM 275	Public Relations
_____	MRKT 218	Personal Branding and Business Etiquette (Gen. Ed. I-A)
_____	MRKT 240	Consumer Behavior
_____	MRKT 308	Digital and Social Media Marketing
_____	MRKT 310	Marketing Research
_____	MRKT 318	International Marketing
_____	MRKT 410	Advanced Marketing Research
_____	MRKT 480	Strategic Marketing
_____	MRKT 495	Internship in Marketing
_____	SPMK 324	Sports Marketing