

# MINOR: MARKETING

A marketing minor is a broad and versatile complement to many majors across the university, including not just other business majors but also those in the humanities, social sciences, arts, and STEM fields. While marketing jobs are currently increasing in demand both locally and nationally, a marketing minor offers desirable skills and expertise in many non-marketing jobs as well.

## **Required courses (10 credits):**

- BUSN 100: Business for the Common Good (2cr)
- MKTG 200: Introduction to Marketing (2cr)
- MKTG 201: Applications in Marketing (2cr)
- MKTG 370: Consumer Behavior (4cr)

## **Plus at least 10 credits from the following elective courses:**

- MKTG 235: Persuasion in Business (2cr)
- MKTG 245: Storytelling with Business Data (2cr)
- MKTG 255: Multicultural and Inclusive Marketing (2cr)
- MKTG 280: Digital Marketing Fundamentals (2cr)
- MKTG 310: Professional Selling (4cr)
- MKTG 315: Event Management (4cr)
- MKTG 320: Integrated Marketing Communications (4cr)
- MKTG 330: International Marketing (4cr)
- MKTG 340: Marketing Research\* (4cr)
- MKTG 345: Marketing Analytics\* (4cr)
- MKTG 360: Omnichannel Retailing (4cr)
- MKTG 375: Product Innovation and Marketing (4cr)
- MKTG 380: Digital Marketing / Digital Marketing Applications (4cr)
- MKTG 385: Sport Marketing (4cr)
- MKTG 390: Marketing Strategy (4cr)
- MKTG 488: Topics (2cr)
- MKTG 490: Topics (4cr)

*\*course has additional prerequisites not covered by minor requirements*

*Students pursuing a major in Marketing Management or Business Communication are not eligible for the Marketing minor.*