

Marketing - MINOR

The Marketing Minor provides students with an understanding of how successful organizations create and communicate value throughout the customer experience. A minor in Marketing complements many of the current degree offerings and provides expanded career opportunities. Some examples of degrees which could benefit from a minor in Marketing include Data Analytics, Food & Beverage Entrepreneurship, Graphic Design, Hospitality Management, and Media & Communication Studies.

As part of the program, students select courses to emphasize their experience in digital marketing or creative advertising.

Marketing

Minor

MRKT1001	Marketing Foundations	3
MRKT2050	Marketing Research	3
MRKT3045	Social Media Marketing	3
Choose two of the following:*		6
ADVC1010	Marketing Communications	
ADVC2001	Creative Concepts and Strategy	
MRKT3011	Data-Driven Marketing	
MRKT3085	Marketing Analytics	
Total Credits		15.0

* Students are responsible for meeting prerequisites.

If a minor course is listed as a major course in a student's major program, the student must choose additional courses from an elective list to complete the minor. Please see the Minors, Specializations and Certificates page for additional information.