

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, Entrepreneurship, Graphic Design, Hospitality Management, and Media & Communication Studies.

Marketing

Minor

ADVC1010	Marketing Communications	3
MRKT1001	Marketing Foundations	3
MRKT2050	Market Research and Consumer Insights	3
MRKT3033	Brand Marketing and Analytics	3
Choose one of the following:*		3
MRKT1002	Consumer Behavior	
MRKT3050	Contemporary Sales in the Global Economy	
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.