

MARKETING, MINOR

The Minor in Marketing is designed for students majoring in other fields who wish to acquire marketing knowledge and competence. A total of 12 units in upper division marketing courses are required. It is suggested that students take ECO 210 Economic Theory 1A Micro prior to enrolling in MKT 350 Principles Of Marketing. A grade point average of 2.0 must be achieved in the minor.

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Requirements

Code	Title	Hours
Required Course		
MKT 350	Principles Of Marketing	3
Electives		
Select three elective courses from the following:		9
MKT 351	Sales Mgt & Techniques	
MKT 352	Advertising and Promotion MGT.	
MKT 353	Retail Mktg Management	
MKT 355	Consumer Behavior	
MKT 358	International Marketing	
MKT 450	Internet Marketing	
MKT 452	Sports & Entertainment Mkt.	
MKT 454	Marketing Research	
MKT 495	Special Topics in Marketing ¹	
Total Hours		12

¹ May be taken twice with different topics.