



Marketing Minor – 2024-2025

Student Name: _____

Student ID: _____

Minor Requirements

- _____ MAT 210 4 Introductory Statistics
- _____ MGT 201 3 Introduction to Business
- _____ MKT 231 3 Principles of Marketing
- _____ MKT 445 3 Best Practices in Marketing
- _____ MKT 460 3 Consumer Behavior

Select three courses from:

- _____ MKT 312 3 Professional Selling
- _____ MKT 313 3 Services and Experience Marketing
- _____ MKT 380 3 International Marketing
- _____ MKT 390 3 Digital Marketing
- _____ MKT 410 3 Marketing Research
- _____ MKT 412 3 Integrated Marketing Communications
- _____ MKT 430 3 Advanced Digital Marketing
- _____ MKT 451 3 Marketing Technologies

Total Minor Hours Required: 25

This minor is not available to marketing majors.