



## **MARKETING MINOR**

The marketing minor provides students with a broad overview of practice of marketing and its role in various business settings. Students study both consumer and industrial decision processes and the psychological, social and economic influences on buying behavior. Additionally, a variety of courses are offered in a range of topics such as advertising, personal selling, international marketing, and event planning and marketing.

### **MARKETING MINOR (18 Credits)**

CBAD 350 Marketing.....	3
MKTG 351 Consumer Market Analysis.....	3
Choose four from the following: (12 Credits).....	12
HRTM 387 Conventions and Event Management (3)	
MKTG 357 Marketing Research (3)	
MKTG 450 Advertising (3)	
MKTG 451 Retailing Management (3)	
MKTG 452 Social Media Marketing (3)	
MKTG 453 Integrated Marketing Communications (3)	
MKTG 454 International Marketing (3)	
MKTG 455 Personal Selling and Sales Management (3)	
MKTG 497 Marketing Internship (3)	
<b>TOTAL CREDITS REQUIRED.....</b>	<b>18</b>