Marketing Minor  (18 credits)

Three credits of the following: (3)

[ECON 110] Economics of Social Issues (3)
[ECON 120] Principles of Macroeconomics (3)
[MRKT 130] Marketing Principles (3)

Six credits of the following: (6)

[MRKT 333] Consumer Behavior (3)
[MRKT 337] Integrated Marketing Communications (3)
[MRKT 339] Market Research *

Six credits of the following: (6)

[MRKT 357] Personal Selling (3)
[MRKT 362] Social Media Marketing (3)
[MRKT 364] Digital Marketing (3)
[MRKT 391] Marketing Practicum (3)**

*This course requires prerequisite(s), which may increase the total credits required for the minor.

**Must be taken for a letter grade.

Requirements for students who declare the minor in 2017-18.