

# Minor in Marketing

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In the Marketing program in the Greehey School of Business, students develop an understanding of marketing in for-profit and not-for-profit organizations.

They gain strategic marketing decision making skills by learning how to evaluate and interpret the multitude of factors governing how individual and organizational consumers make decisions about product and services.

The innovative curriculum includes marketing strategy development for the digitally connected world.

Students learn about developing and deploying strategies across different platforms and emerging technologies to include digital, mobile and user-generated content.

Non-business majors: Prerequisites for all courses in the MK minor are amended for non-business majors. The only prerequisite for MK 3310 is the successful completion of any 1000-level Math class. The prerequisites for all other MK courses is the completion of any 1000-level math class and MK 3310.

## Contact

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Code	Title	Semester Hours
Requirements for minor:		
MK 3310	Principles of Marketing	3
MK 3330	Consumer Behavior	3
MK 3340	Integrated Marketing Communications	3
MK 4370	Marketing Research	3
Advanced Marketing Electives		6
Select two of the following:		
MK 3350	Retailing	
MK 3370	Selling & Sales Management	
MK 3380	Interactive Services Marketing	
MK 4300	Special Topics in Marketing	
MK 4310	Advertising Management	
MK 4320	Distribution and Pricing Decisions	
MK 4380	Sports Marketing	
Total Semester Hours		18