

Minor in Marketing

Requirements for minor:

MK 3310	Principles of Marketing	3
MK 3330	Consumer Behavior	3
MK 3340	Promotion	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	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