

Minor in: Marketing (18 S.H.)

Name: _____ Adviser: _____



Requirements for admission or application to the program:

Admission to the minor requires completion of at least 45 semester hours with a G.P.A. of 2.30. Successful completion of the minor requires the student to maintain a G.P.A. of 2.3 in all Marketing courses.

REQUIRED COURSES (18 S.H.) select three from approved list		
MKT 301 Principles of Marketing	3	
MKT 310 Consumer Behavior: Concepts, Research Methods and Applications	3	
Marketing Communication Requirement: MKT 315 Advertising and Integrated Marketing Communications or MKT 333 Sales Management	3	
Approved Elective	3	Course:
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- To obtain a minor you must have approval from the Department Chairperson. _____
Department Chair Signature
- You must submit formal notification to the Registrar's Office in order for your official university transcript to include the minor.
- Depending upon your major requirements, you may need to take credit hours over the degree credit minimum required for graduation. Please see your adviser to review all program requirements.

Approved Electives:

The course that is not taken to fulfill the Marketing Communication Requirement may be taken and used as one of the approved elective courses.

MKT 322 Retailing Management (offered periodically)

MKT 327 Direct/Interactive Marketing (MKT 301, junior standing and GPA \geq 2.3)

MKT 380 Customer Relationship Management and Database Marketing (MKT 301, MIS 260 and FIN 230 or MAT 120 and GPA \geq 2.3)

MKT 395 Advanced Advertising and Integrated Marketing Communications (offered periodically)

MKT 398 Faculty Developed Study

MKT 399 Student Developed Study

MKT 411 E-commerce and Internet Marketing (MIS 260, MKT 301 junior standing and GPA \geq 2.3)

MKT 412 Product Development and Management (offered periodically)

MKT 422 Global Marketing (MKT 301, senior standing and GPA \geq 2.3)

MKT 455 Business Marketing (offered periodically)

MKT 480 Selected Topics in Marketing (offered periodically)

NOTES: