

Marketing Minor



Minor Requirements

Course/Discipline	Detail	Hours
Required Courses	Must take 1 of the following:	
MKTG 331	Marketing Management	3
MKTG 341	Consumer Behavior	3
		3
Marketing Options	Must take 1 of the following:	
ARTS 101	2-Dimensional Art	
ARTS 104	Graphic Design	
Marketing Options	Must take 1 of the following:	
MKTG 423	Digital and Social Media Marketing	
MKTG 333	Sales Management	
Marketing Options	Must take 1 of the following:	
ARTS 102	Drawing 1	
ARTS 205	Web Design	
CBMS 101	Public Speaking	
CBMS 205	Introduction to Mass Communication	
CBMS 350	Organizational Communication	
MKTG 220	Introduction to Public Relations	
MKTG 330	Intercultural Communication	
MKTG 335	Persuasion	
MKTG 340	Survey of Electronic Media	
PSYC 310	Non-verbal Communication	
Marketing Options	Must take 2 of the following:	
ENGL 367	Writing for the Public Sphere	
CBMS 315	Writing for the Media	
		15
Minor Total		18

Advisor

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