

**MARKETING (MKTG)
 MINOR REQUIREMENTS**

The following worksheet lists courses needed to fulfill requirements to graduate with a **Marketing** minor. In addition, students must complete the Holy Cross College Core Curriculum Requirements and a selected Major for graduation.

Required Courses: Must take both of the following courses		
Course #	Course Name	Credits
MKTG 331	Marketing Management	3
MKTG 341	Consumer Behavior	3

Required Elective Course Group 1: Choose <i>one course</i> from the list below.		
Course #	Course Name	Credits
ENGL 367	Writing for the Public Sphere	3
MKTG 315	Writing for Marketing and Advertising	3

Elective Courses Group 2: Choose <i>three courses</i> from the list below.		
Course #	Course Name	Credits
ARTS 101	2D Art Fundamentals	3
ARTS 102	Drawing I	3
ARTS 104	Graphic Design I	3
ARTS 205	Web Design	3
BUSI 116	Public Speaking	3
MKTG 205	Introduction to Mass Communication	3
MKTG 220	Introduction to Public Relations	3
MKTG 233	Personal Selling and Negotiation	3
MKTG 330	Intercultural Business Communication and Management	3
MKTG 333	Sales Management	3
MKTG 335	Persuasion Marketing	3
MKTG 423	Digital and Social Media Marketing	3
PSYC 310	Non-Verbal Communication	3

MINOR REQUIREMENTS	TOTAL CREDITS
Marketing Required Courses	6
Marketing Elective Courses	12
MINOR TOTAL CREDITS:	18