

MARKETING - MINOR

Curriculum

Available in the College for Women and the College for Adults¹

| Code | Title | Credits |
|---|--|-----------|
| BUSI 2012 | Business Analytics | 2 |
| MKTG 2302 | Introduction to Marketing | 2 |
| MKTG 3250W | Integrated Marketing Communication | 4 |
| MKTG 3350 | Market Research and Analytics | 4 |
| MKTG 3355 | Market Research and Analytics | 2 |
| MKTG 4300 | Strategic Marketing | 4 |
| Select 2-4 additional credits from the following: | | 2 |
| MKTG 2025 | Digital Marketing Fundamentals | |
| MKTG 2035 | Social Media Marketing | |
| MKTG 3300 | Digital Interactive Marketing Strategy | |
| MKTG 3342 | Consumer Behavior and Experience | |
| Total Credits | | 20 |

¹ Several courses require prerequisites and/or permission of the instructor. Some courses are only offered in the College for Women. Students should develop their minor plan in conjunction with their advisor.