

# MARKETING MINOR

The Marketing minor provides students with an understanding of how products, services, and ideas are ideated, created, promoted, and sold in today's dynamic marketplace. Students will study core topics like promotional marketing and marketing research as well as take additional electives, such as consumer behavior, brand strategy and sales, among other options. The minor is designed to complement a wide variety of majors including those within and beyond the School of Business, helping students build critical thinking skills across functional areas.

## Classes required for the Marketing Minor:

Code	Title	Hours
MKTG-3100	Principles of Marketing	3
MKTG-3880	Promotional Marketing	3
MKTG-4830	Marketing Research & Analytics	3
Choose 3 elective courses from the following for a total of 9 hours		9
MKTG-3650	Digital Marketing	
MKTG-3750	Sport Marketing	
MKTG-3810	Consumer Behavior	
MKTG-4460	Brand Strategy	
MKTG-4470	Services Marketing	
MKTG-4650	Social Media & Content Marketing	
MKTG-4750	Revenue Generation in Sport	
MKTG-4810	International Marketing	
The following courses may be part of the 9 elective credits, but no more than ONE of these courses will qualify toward the minor		
MKTG-3250	Sales & Negotiation Techniques	
MKTG-3260	Sales Analytics & Compensation	
MKTG-4250	Sales Management	
MKTG-4260	Cust Relat Mgmt & Key Acct Mgmt	
MKTG-4290	Principles of Fundraising	
<b>Total Hours</b>		<b>18</b>