

# MARKETING MINOR

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## 🖥️ Offered Online

The minor is for students with non-marketing majors. A minor in marketing provides students the opportunity to learn how to market a product, service, and/or their career.

## Required Courses

Code	Title	Credits
ACTG 201	Principles of Fin Acct	3
BMKT 325	Principles of Marketing	3
BMKT 337	Consumer Behavior	3
BMKT 342	Marketing Research	3
BMKT 436	Sales and Sales Management	3
BMKT 449	Strategic Marketing Mgmt	3
ECNS 201	Principles of Microeconomics *	3
<b>Marketing Elective</b>		
Select three credits from the following:		3
BMKT 343	Integrated Marketing Comm	
BMKT 411	Services/Relationship Mktg	
BGEN 498	Internship/Cooperative Educ	
<b>Total Minimum Credits</b>		<b>24</b>

\* May satisfy General Education requirements.

*Certain courses in this program have prerequisites; students should check the course descriptions for required prerequisites.*