MARKETING MINOR REQUIREMENTS

1) ACCT 2010 Principles of Accounting I
2) ECON 2210 Principles of Economics I
3) ECON 2220 Principles of Economics II
4) MKTG 3200 Principles of Marketing
5) Three Marketing Electives

Choose From:

MKTG 3202 Consumer Behavior
MKTG 3210 Fundamentals of Distribution
MKTG 3250 Marketing Communications
MKTG 3350 Retailing
MKTG 3740 Sales Force Management
MKTG 3750 Advertising Campaign Management
MKTG 4217 Health Care Marketing
MKTG 4710 International Marketing
Or any upper level course approved by the Department Chair

Please note the following:

1. MKTG 3200 is a prerequisite for all other marketing courses.
2. Junior standing (the College defines this as having completed 55 semester hours) is required to enroll in any College course numbered 3000 or above.