

MARKETING MINOR (A)

Minor Requirements

Code	Title	Hours
Required Courses		
MGMT 1200	Management & Leadership	3
MKTG 1300	Sales and Marketing	3
MKTG 4200	Marketing Management	3
ECON 2200	Macroeconomics (Prerequisite for MKTG 4200)	
ECON 2100	Microeconomics (Prerequisite for MKTG 4200)	
Select three of the following:		9
MKTG 2200	Public Relations	
MKTG 3000	Retail Management	
MKTG 3200	Promotion & Advertising	
MKTG 3400	E-Commerce	
MKTG 4250	Marketing Research	
GD 1500	Digital Vector Design	
Total Hours		18