

MARKETING MINOR (M)

Minor Requirements

Code	Title	Hours
Required Courses		
MGMT 130	Principles of Management	3
MKTG 131	Principles of Marketing	3
MKTG 422	Marketing Management	3
ECON 222	Macroeconomics (Prerequisite for MKTG 422)	
ECON 231	Microeconomics (Prerequisite for MKTG 422)	
Select three of the following:		9
MKTG 223	Public Relations	
MKTG 304	Retail Management	
MKTG 325	Promotion & Advertising	
MKTG 345	E-Commerce	
MKTG 426	Marketing Research	
GD 110	Graphic Design I	
Total Hours		18