Marketing Minor

Many students with majors from the College of Arts, Humanities, and Social Sciences choose to minor in marketing to prepare themselves for careers in advertising, public relations, marketing management, international marketing, marketing on the internet, and supply chain management. Science and Engineering students with an interest in new product development, marketing high technology products, international marketing, and supply chain management also minor in marketing. A minor in marketing is also a good option for non-business majors who plan to start their own business or work in the family business.

The marketing minor includes the following courses:

**Required Courses (12 credit hours)**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT 301</td>
<td>PRINCIPLES OF MARKETING</td>
<td>3</td>
</tr>
<tr>
<td>MKT 332</td>
<td>BUYER BEHAVIOR</td>
<td>3</td>
</tr>
<tr>
<td>MKT 343</td>
<td>MARKET RESEARCH DESIGN</td>
<td>3</td>
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<tr>
<td>MGT 320</td>
<td>CAREER DEVELOPMENT</td>
<td>3</td>
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</table>

Select 6 semester hours from the following:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>MKT 315</td>
<td>SALES MGT/PROF SELLING</td>
<td></td>
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<tr>
<td>MKT 316</td>
<td>RETAILING POLICY/MGT</td>
<td></td>
</tr>
<tr>
<td>MSC 410</td>
<td>TRANSPORTATION &amp; LOGISTICS</td>
<td></td>
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<tr>
<td>MKT 414</td>
<td>MARKETING EMERGING TECH</td>
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<tr>
<td>MKT 420</td>
<td>SERVICES MARKETING</td>
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</tbody>
</table>

**Total Semester Hours** 18

NOTE: Students are encouraged to take ECN 142 and ECN 143 as part of their social science general education requirements.

1 This class is a prerequisite for most other classes in the minor. It should be taken as early as possible in the student's program.

2 For students in the Marketing minor, we will accept either (PY 300 and PY300L), SOC 303 or CM 370 as substitutes for the (MSC 287 and MSC 288) prerequisites for MKT 343.