Marketing Minor
(for Non-Business Majors)
21 semester hours

Students must meet pre-requisites before taking courses.

Required:

MKTG 2110-NB* Principles of Marketing (ECON 1031 or ECON 1041; Sophomore standing) 3 hrs
ECON 1031 Introduction to Economics
Or
ECON 1041 Principles of Macroeconomics

Required Marketing Electives, choose four courses from the following: 12 hrs

MKTG 3113/5113 Consumer Behavior (MKTG 2110; ECON 1031 or ECON 1041; Junior standing)
MKTG 3143 Advertising and Promotion (MKTG 2110; ECON 1031 or ECON 1041; Junior standing)
MKTG 3146 Digital Advertising (MKTG 2110; ECON 1031 or ECON 1041; Junior standing)
MKTG 3153 Personal Selling (MKTG 2110; ECON 1031 or ECON 1041; Junior standing)
MKTG 3154 Sales Management (MKTG 2110; ECON 1031 or ECON 1041; Junior standing)
MKTG 3156 Services Marketing (MKTG 2110; ECON 1031 or ECON 1041; Junior standing)
MKTG 3163 Distribution and Logistics (MKTG 2110; ECON 1031 or ECON 1041; Junior standing)
MKTG 3166 Retail Management (MKTG 2110; ECON 1031 or ECON 1041; Junior standing)
MKTG 3173 New Product Management (MKTG 2110; ECON 1031 or ECON 1041; Junior standing)
MKTG 3176/5176 Global Marketing (MKTG 2110; ECON 1031 or ECON 1041; Junior standing)
MKTG 3178 Global Trade Practices (MKTG 2110; ECON 1031 or ECON 1041; Junior standing)
MKTG 3583/5583 Entrepreneurship (BUSINESS 1010 or (ACCT 2120; ACCT 2130; Prerequisite or Corequisite: (FIN 3130/5150; STAT 1772 or equivalent and ECON 1011); MKTG 2110; ECON 1031 or (ECON 1041 and 1051)
MKTG 3595 Pricing (MKTG 2110; ECON 1031 or ECON 1041; Junior standing)

Required Business Electives, choose one course from the following: 3 hrs

FIN 1040 Personal Financial Planning and Asset Management
ACCT 2120 Principles of Financial Accounting (Sophomore standing)
MGMT 3153-NB* Organizational Management (Junior standing)

Total 21 hrs

A total cumulative or UNI cumulative GPA of 2.5 is required to declare this minor.

*NB=Non-Business