

## Marketing Minor: (Non-Business Majors) (Last Revised 12/2023)

Marketing Minor Requirements (6 hours)		Credit
MKTG 2110	<b>Principles of Marketing</b> (Sophomore standing; ECON 1031 <u>OR</u> ECON 1041 OR ECON 1051)	3 hrs.
ECON 1031 <u>OR</u> ECON 1041 <u>OR</u> ECON 1051	<b>Introduction to Economics</b> <b>Principles of Macroeconomics</b> <b>Principles of Microeconomics</b>	3 hrs.

Required Marketing Electives (Select an additional 12 hours)		Credit
MKTG 3113/5113	<b>Consumer Behavior</b> (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041 <u>OR</u> ECON 1051)	3 hrs.
MKTG 3143	<b>Advertising and Promotion</b> (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041 <u>OR</u> ECON 1051))	3 hrs.
MKTG 3146	<b>Digital Advertising</b> (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041 <u>OR</u> ECON 1051)	3 hrs.
MKTG 3148	<b>Digital Customer Experience</b> (MKTG 2110 or consent of instructor) (Fall only)	3 hrs.
MKTG 3153	<b>Professional Selling</b> (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041 <u>OR</u> ECON 1051)	3 hrs.
MKTG 3154	<b>Sales Management</b> (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041; MKTG 3153 <u>OR</u> ECON 1051)	3 hrs.
MKTG 3156	<b>Services Marketing</b> (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041 <u>OR</u> ECON 1051) (Spring only)	3 hrs.
MKTG 3163	<b>Distribution and Logistics</b> (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041 <u>OR</u> ECON 1051)	3 hrs.
MKTG 3166	<b>Retail Management</b> (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041 <u>OR</u> ECON 1051) (spring only)	3 hrs.
MKTG 3173	<b>Product Management</b> (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041 <u>OR</u> ECON 1051) (Fall only)	3 hrs.
MKTG 3176/5176	<b>Global Marketing</b> (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041 <u>OR</u> ECON 1051) (Fall only)	3 hrs.
MKTG 3178	<b>Global Trade Practices</b> (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041 <u>OR</u> ECON 1051) (Spring only)	3 hrs.
ENTR 3583/5583	<b>Entrepreneurship</b> (Junior standing) (Business Majors; Admittance into College of Business) (Non-Business Majors; ENTR 2010)	3 hrs.
MKTG 3595	<b>Value Based Pricing</b> (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041 <u>OR</u> ECON 1051) (Spring only)	3 hrs.
MKTG 4150	<b>Advertising Campaign Development</b> (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041 <u>OR</u> ECON 1051; MKTG 3143 <u>OR</u> MKTG 3146 <u>OR</u> instructor approval) (Spring only)	3 hrs.

Required Business Electives (Select an additional 3 hours)		Credit
ACCT 2120	<b>Principles of Financial Accounting</b> (Sophomore standing)	3 hrs.
MKTG 3153	<b>Organizational Management</b> (Junior standing)	3 hrs.

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