

MARKETING - MINOR

Curriculum

Available in the College for Women and the College for Adults¹

Code	Title	Credits
BUSI 2012	Business Analytics	2
MKTG 2302	Introduction to Marketing	2
MKTG 3250W	Digital Integrated Marketing Communications	4
MKTG 3350	Market Research and Analytics	4
MKTG 4300	Strategic Marketing	4
Select 2-4 additional credits from the following:		2-4
BUSI 3502	Global Business	
BUSI 4750	Business Practicum	
ENGL 3340W	Writing for Digital Age	
HLTH 3400	Health Promotion Planning and Management	
MKTG 3300	Digital Interactive Marketing Strategy	
MRCH 3300	Omnichannel Retail	
SALE 2332	Introduction to Selling	
SALE 3330	Professional Sales: Customer Centered Selling	
SALE 3432	Customer Intelligence	
Total Credits		18-20

¹ Several courses require prerequisites and/or permission of the instructor. Some courses are only offered in the College for Women. Students should develop their minor plan in conjunction with their advisor.