MARKETING - MINOR

Curriculum

Available in the College for Women and the College for Adults[1]

Code	Title	Credits
BUSI 2012	Business Analytics	2
MKTG 2302	Introduction to Marketing	2
MKTG 3250W	Integrated Marketing Communication	4
MKTG 3355	Market Research and Analytics	2
MKTG 4300	Strategic Marketing	4
Choose one course from:		2-4
MKTG 2025	Digital Marketing Fundamentals	
MKTG 2035	Social Media Marketing	
MKTG 3300	Digital Interactive Marketing Strategy	
MKTG 3342	Consumer Behavior and Experience	
Total Credits		**16-18**

[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.