

MARKETING MINOR

The Marketing minor provides students with marketing skills and leadership training. Opportunities exist for individuals with marketing skills in a wide variety of positions and career options, including advertising and communications, brand management, market research, sales, retail management, purchasing management and more.

Marketing is the process of “creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large” (*American Marketing Association*). Marketing consists of a sequence of activities: identifying customer needs, developing goods and services to satisfy those needs, communicating information about products, services, or ideas to potential customers, and distributing to products customers.

Code	Title	Hours
Required Courses		
BA 223 or BA 390	PRINCIPLES OF MARKETING MARKETING	4
MRKT 396	FUNDAMENTALS OF MARKETING RESEARCH	4
MRKT 492	CONSUMER BEHAVIOR	4
MRKT 493	INTEGRATED MARKETING COMMUNICATIONS	4
Electives		
Chose three (3) of the following courses:		11-12
BA 290	INTRODUCTION TO CAREERS IN MARKETING	
MRKT 486	CUSTOMER RELATIONSHIP MANAGEMENT	
MRKT 488	PERSONAL SELLING	
MRKT 497	GLOBAL MARKETING	
MRKT 498	SERVICES MARKETING	
Total Hours		27-28

Minor Code: 814