

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.

Minor Code: 814

Code	Title	Credits
Required Courses		
BA 223	PRINCIPLES OF MARKETING	4
or BA 390	PRINCIPLES OF MARKETING	
ECON 201	*INTRODUCTION TO MICROECONOMICS	4
MRKT 492	CONSUMER BEHAVIOR	4
MRKT 493	INTEGRATED MARKETING COMMUNICATIONS	4
Electives		
Select 3 courses from the following:		11-12
BA 290	INTRODUCTION TO CAREERS IN MARKETING	
MRKT 484	DIGITAL MARKETING PLATFORMS	
MRKT 485	SEARCH MARKETING	
MRKT 486	CUSTOMER RELATIONSHIP MANAGEMENT	
MRKT 488	PROFESSIONAL SALES	
MRKT 491	QUALITATIVE RESEARCH METHODS	
MRKT 495	RETAIL MANAGEMENT	
MRKT 498	SERVICES MARKETING	
Total Credits		27-28

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Baccalaureate Core Course (BCC)

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