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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>Required Courses</td>
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<tr>
<td>BA 223</td>
<td>PRINCIPLES OF MARKETING</td>
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<tr>
<td>or BA 390</td>
<td>MARKETING</td>
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<tr>
<td>ECON 201</td>
<td>*INTRODUCTION TO MICROECONOMICS</td>
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<tr>
<td>MRKT 492</td>
<td>CONSUMER BEHAVIOR</td>
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<tr>
<td>MRKT 493</td>
<td>INTEGRATED MARKETING COMMUNICATIONS</td>
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<tr>
<td>Electives</td>
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<td>Select 3 courses from the following:</td>
<td>11-12</td>
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<tr>
<td>BA 290</td>
<td>INTRODUCTION TO CAREERS IN MARKETING</td>
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<td>MRKT 484</td>
<td>DIGITAL MEDIA AND MARKETING INTEGRATION</td>
<td></td>
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<td>MRKT 485</td>
<td>SEARCH ENGINE MARKETING</td>
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<tr>
<td>MRKT 486</td>
<td>CUSTOMER RELATIONSHIP MANAGEMENT</td>
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<tr>
<td>MRKT 488</td>
<td>PERSONAL SELLING</td>
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<td>MRKT 491</td>
<td>QUALITATIVE RESEARCH METHODS</td>
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<td>MRKT 495</td>
<td>RETAIL MANAGEMENT</td>
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<td>MRKT 498</td>
<td>SERVICES MARKETING</td>
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Total Hours 27-28

* Baccalaureate Core Course (BCC)

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