

MARKETING, MINOR

Code	Title	Hours
Required Courses ^{1,2,3,4}		
MKTG U350	Principles of Marketing	3
Choose any five (5) courses from the following:		15
MKTG U351	Consumer Behavior	
MKTG U352	Marketing Communications	
MKTG U354	Social Media Marketing	
MKTG U355	Marketing Graphics	
MKTG U356	Brand Management	
MKTG U451	Applications of Corporate Marketing	
MKTG U452	International Marketing	
MKTG U454	Digital Marketing	
MKTG U455	Topics in Marketing	
MKTG U456	Business Marketing	
MKTG U457	Marketing Research	
MKTG U458	Marketing Management	
MKTG U459	Personal Selling and Sales Management	
Total Hours		18

¹ Up to 6 hours of General Education (<300 level) may be used to satisfy requirements of a minor.

² Minimum grade of C in all coursework.

³ A minimum of 12 hours of upper division coursework is required.

⁴ **Note: MKTG U350 is the prerequisite for all other Marketing courses.**