

# Marketing Minor

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Code	Title	Units
MKTG 260	Principles of Marketing	3
MKTG 361	Integrated Marketing Communications	3
MKTG 362	Consumer Behavior	3
MKTG 363	Marketing Research	3
MKTG 466	Digital Marketing	3
Select two of the following:		6
MKTG 350	Marketing Internship	
MKTG 364	Sales and Sales Management	
MKTG 368	Retail Management	
MKTG 373	Global Marketing Management	
MKTG 465	Strategic Marketing Management	
Total Units		21

No more than three courses in the student's major may count toward this minor.