

Marketing Minor

The following requirements are subject to change. Please check with the Department of Marketing, Global Business and Economics for current requirements.

Requirements 18

Foundation Courses

MGS 2030	PRINCIPLES OF MANAGEMENT	3
MKT 2500	PRINCIPLES OF MARKETING	3

Required Course 9

MKT 3510	CONSUMER BEHAVIOR	3
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Elective Courses (3000/4000 level)

	Marketing course	3
	Marketing course	3
	Marketing course	3

Notes:

Courses used for the minor must be taken on a letter-grade basis and earn a 'C' or better.

Student must have a 2.5 GPA in the minor.

MKT 4801-MKT 4806 Coop/Internship may not be used for minor.