

MARKETING, MINOR

Obtaining a minor in Marketing equips students with focused expertise in the ever-evolving realm of business. Those who choose to minor in marketing will gain valuable skills applicable to various career opportunities in advertising, social media marketing, marketing research and analytics, sales, consumer behavior, and sports marketing. This minor not only integrates seamlessly with the Bachelor of Business Administration program but also enhances other academic paths like Communications, Political Science, Graphic Design, Kinesiology and Information Technology.

To earn a minor in Marketing, a student must complete the following:

Code	Title	Credits
Required Courses		
MKTG 3311	Principles of Marketing	3
MKTG 3340	Consumer Behavior	3
MKTG 3341	Marketing Research	3
Selecting 9 hours from the following:		9
MKTG 3342	Integrated Mktg Communication	
MKTG 3343	Digital Marketing	
MKTG 3345	Visual Media Marketing	
MKTG 3361	Brand Management	
MKTG 3363	Social Media Marketing	
MKTG 3366	Services Marketing	
MKTG 3367	Sport Marketing	
Total Credits		18