

# MARKETING MINOR

This minor is available to help prepare any majors for careers in the field of Marketing.

The objective of the Marketing Minor is to provide selected course offerings that will assist students from any major in developing an additional area of focus within Marketing that will enrich their academic experience and career opportunities. Students will examine the profession while exploring a broad range of theories and activities that affect the relationship between an organization, its customers and its markets.

Code	Title	Credits	Completed
<b>Minor Requirements (24-28 credits)</b>			
MGT-101	Introduction to Management (a grade of C or higher is required)	4	_____
MGT-331	Principles of Marketing	4	_____
MGT-343 or MGT-434	Consumer Behavior Marketing Research	4	_____
<i>Select <b>one</b> of the following:</i>		<i>4-8</i>	_____
MGT-215	Accounting for Decision Making		_____
MGT-213 & MGT-214	Financial Accounting and Managerial Accounting		_____
<i>Select <b>two</b> of the following:</i>		<i>8</i>	_____
COMM-240	Visual Communication		_____
COMM-372	Intercultural Communication		_____
COMM-378	Persuasion		_____
JRN-386	Public Relations Principles		_____
IHJRN-130	Media Writing Fundamentals		_____
IHJRN-155	Multimedia Fundamentals		_____
MGT-333	Advertising & Promotion		_____
MGT-343	Consumer Behavior <sup>1</sup>		_____
MGT-335	Strategic Digital Marketing		_____
ISMGT-356	Prof Sales & Negotiations		_____
MGT-434	Marketing Research <sup>1</sup>		_____
MGT-466	Customer Relationship MGT		_____

IIWGS-240	Race Gender Sexuality Pop Cult	_____
IATAD-374	Arts Mgt: Market Dev & Comm	_____

**Total Credits** **24-28**

<sup>1</sup> May not be counted as both minor core and elective.

\*\*Please note some courses have prerequisites.

## Upon completion of the Marketing Minor students will gain and demonstrate:

- An understanding of the nature and assumptions of product planning.
- An understanding of the nature and assumptions of marketing, communications, and advertising.
- An understanding of the nature and assumptions of digital marketing and ecommerce.
- An understanding of the nature and assumptions of marketing analytics and customer data management.
- An understanding of the nature and assumptions of the behavioral and organizational theories that underlie market behavior.