

MARKETING MINOR

**Please note some courses have prerequisites.

Code	Title	Credits	Completed
Minor Requirements (24-28 credits)			
MGT-101	Introduction to Management (a grade of C or higher is required)	4	_____
MGT-331	Principles of Marketing	4	_____
MGT-343	Consumer Behavior	4	_____
or MGT-434	Marketing Research		_____
<i>Select one 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 two 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 ¹		_____
MGT-335	Strategic Digital Marketing		_____
ISMGT-356	Prof Sales & Negotiations		_____
MGT-434	Marketing Research ¹		_____
MGT-466	Customer Relationship MGT		_____
IIWGS-240	Race Gender Sexuality Pop Cult		_____
IATAD-374	Arts Mgt: Market Dev & Comm		_____
Total Credits		24-28	_____

¹ May not be counted as both minor core and elective.