

Marketing Minor -- 18 Credits

JMKTG-MN

Effective August 2018

(RG 7652)

Required Courses (RQL 3763-10)		CR	Satisfied/Term	
Mrkt 0600	Principles of Marketing	3		
Requirement Satisfied		3		

Required Upper-Level Courses (RQL 3763-20)				
Complete 2 of the courses below		CR	Satisfied/Term	
Mrkt 1600	Consumer Behavior	3		
Mrkt 1610	Marketing Research	3		
Mrkt 1620	Marketing Tools and Analytics	3		
Mrkt 1690	Marketing Management	3		
Requirement Satisfied		6		

Minor GPA

(RQL 3764 -10, -20, -30)

Reviewed 4/11/23

Business Elective (RQL 3763-30)				
Complete one of the courses below		CR	Satisfied/Term	
Mgmt 0500	Principles of Management	3		
Acct 0115	Principles of Accounting 1	3		
IS 0400	Intro to Information Systems	3		
Requirement Satisfied		3		

Elective Upper-Level Marketing Courses (RQL 3763-10)				
Complete two of the courses below		CR	Satisfied/Term	
CommRc 1133	Integrated Marketing Communicati	3		
CommRc 1144	Visual Communications	3		
Mrkt 1630	Integrated Digital Marketing	3		
Mrkt 1635	Social Media War Room	3		
Mrkt 1640	International Marketing	3		
Mrkt 1645	Sales Management	3		
Mrkt 1650	Product Management	3		
Mrkt 1655	Promotion Management	3		
Mrkt 1660	Pricing Management	3		
Mrkt 1665	Distribution Management	3		
Mrkt 1670	Marketing Special Topics	3		
Mrkt 1680	Entrepreneur's Idea Lab	3		
Requirement Satisfied		6		