

MINOR IN MARKETING

Units required for the Minor: 15, of which at least nine upper division units must be taken in residence.

Program Description

The minor in Marketing is designed for students that are interested in learning how marketing concepts are applied in profit and nonprofit organizations and government agencies. Majors in Communication Studies, Recreation and Leisure Studies, Liberal Arts, Graphic Design and Fashion Merchandising may find the minor in Marketing is helpful in achieving their career objectives.

Program Requirements

Code	Title	Units
MKTG 101	Principles Of Marketing	3
Select four of the following:		12
MKTG 115	Marketing Analytics	
MKTG 121	Marketing Research and Information	
MKTG 122	Buyer Behavior	
MKTG 123	Public Relations and Ethics in Business	
MKTG 124	Retail Management	
MKTG 125	Advertising	
MKTG 126	Salesmanship	
MKTG 127	Sales Management	
MKTG 129	Marketing Management	
MKTG 130	Digital Marketing	
MKTG 190	Multinational Marketing	
Total Units		15