Minor in Marketing

Six courses, distributed as follows:

1. MA 208 Statistics
2. MKT 301 Marketing
3. Four additional courses to be chosen from:
   300 and 400 level MKT courses
   and MA 209 Statistics II.

Approved Courses

MKT 381 Independent Study in Marketing
MKT 398 Internship
MKT 302 Service Marketing
MKT 304 New Product Management
MKT 305 Market and Marketing Research
MKT 310 Consumer Behavior
MKT 320 Integrated Marketing Communications
MKT 321 Advertising Management
MKT 330 International Marketing
MKT 335 Fashion Retailing
MKT 340 E-Marketing
MKT 350 Marketing for Non-Profit Organizations
MKT 355 Social Marketing and Fundraising
MKT 398 Marketing Internship
MKT 399 Special Topics in Marketing
MKT 482 Independent Research in Marketing
MKT 490 Strategic Marketing Management