

Marketing Minor Checklist

The Marketing Minor provides students with a consumer-oriented way of thinking and an overview of marketing activities to promote long-term business success.

To meet the requirements for a Marketing Minor, students must complete the following coursework:

- 6 hours of required marketing courses in Principles of Marketing and Consumer Behavior
- 9 hours of Marketing Electives

Marketing Electives

Personalize your Marketing Minor with 9 hours of marketing electives, such as:

- Brands and Brand Management
- Integrated Marketing Communications
- International Marketing
- Internships/Independent Studies
- Logistics Strategy
- Marketing Strategy
- Retail Management
- Services Marketing
- Social Media Marketing
- Sports Marketing