## MARKETING MINOR

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 202</td>
<td>Principles of Microeconomics</td>
<td>3-4</td>
</tr>
<tr>
<td>or ECON 272</td>
<td>Foundations of Economic Analysis</td>
<td></td>
</tr>
<tr>
<td>MKTG 321</td>
<td>Marketing</td>
<td>3</td>
</tr>
</tbody>
</table>

Select four courses from the following: 12

- AGEC 302 Managerial Economics: Consumption & Markets
- AGEC 333 Introduction to Sales
- CTE 413 Retail Merchandising for Marketing Education
- ECON 453 Econometrics
- FCS 448 Consumer Economic Issues
- JAMM 466 Media Campaign Strategy
- MKTG 324 Consumer Behavior
- MKTG 420 Integrated Marketing Communication
- MKTG 421 Marketing Research & Analysis
- MKTG 422 Sales Management
- MKTG 423 Digital Marketing Strategy
- MKTG 424 Pricing Strategy and Tactics
- MKTG 425 Retail Distribution Management
- MKTG 426 Marketing Channels Management
- MKTG 427 Services Marketing
- MKTG/FSP 495 Product Development and Brand Management
- STAT 422 Survey Sampling Methods

Total Hours: 18-19

Courses to total 18 credits for this minor