

MARKETING MINOR

Code	Title	Hours
ECON 202	Principles of Microeconomics	3-4
or ECON 272	Foundations of Economic Analysis	
MKTG 321	Marketing	3
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