

MARKETING MINOR

Code	Title	Hours
ECON 2202	Principles of Microeconomics	3-4
or ECON 2720	Foundations of Economic Analysis	
MKTG 3210	Marketing	3
Select four courses from the following:		12
AGEC 3020	Managerial Economics: Consumption & Markets	
AGEC 3330	Introduction to Sales	
CTE 4130	Retail Merchandising for Marketing Education	
ECON 4530	Econometrics	
FCS 4480	Consumer Economic Issues	
JAMM 4660	Media Campaign Strategy	
MKTG 3240	Consumer Behavior	
MKTG 4200	Integrated Marketing Communication	
MKTG 4210	Marketing Research & Analysis	
MKTG 4220	Sales Management	
MKTG 4230	Digital Marketing Strategy	
MKTG 4240	Pricing Strategy and Tactics	
MKTG 4250	Retail Distribution Management	
MKTG 4260	Marketing Channels Management	
MKTG 4270	Services Marketing	
MKTG/FSP 4950	Product Development and Brand Management	
STAT 4220	Survey Sampling Methods	
Total Hours		18-19

Courses to total 18 credits for this minor