



ADVISING WORKSHEET
MINOR IN MARKETING
GENERAL BULLETIN 2019-2020

TRANSFER INSTITUTION(S):

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Name _____

Student ID # _____

| Course | | | Credits | Grade | Semester | Equivalent |
|--------|-----|------------------------------------|---------|-------|----------|------------|
| ACTG | 201 | Principles of Financial Accounting | 3 | | | |
| BMKT | 325 | Principles of Marketing | 3 | | | |
| BMKT | 337 | Consumer Behavior | 3 | | | |
| BMKT | 342 | Marketing Research | 3 | | | |
| BMKT | 436 | Sales and Sales Management | 3 | | | |
| BMKT | 449 | Strategic Marketing Management | 3 | | | |
| *ECNS | 201 | Principles of Microeconomics | 3 | | | |

Marketing Elective – Choose three credits from the courses below:

| | | | | | | |
|------|-----|-------------------------------------|-----|--|--|--|
| BMKT | 343 | Integrated Marketing Communications | 3 | | | |
| BMKT | 411 | Services/Relationship Marketing | 3 | | | |
| BMKT | 441 | International Marketing | 3 | | | |
| BMKT | 470 | Supply Chain Management | 3 | | | |
| BMKT | 490 | Undergraduate Research | 3 | | | |
| BMKT | 494 | Seminar/Workshop | 1-3 | | | |

Total credits required **24**

*May satisfy General Education requirements.

The Marketing Minor is designed for the non-business major. A minor in marketing provides students in non-business majors the opportunity to learn how to market a product, service and/or their career.

Certain courses in this program have prerequisites; students should check the course descriptions for required prerequisites.