



ADVISING WORKSHEET
MINOR IN MARKETING
GENERAL BULLETIN 2021-2022

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.