



**ADVISING WORKSHEET**  
**MINOR IN MARKETING**  
**GENERAL BULLETIN 2007-2009**

TRANSFER INSTITUTION(S):

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Name \_\_\_\_\_

Student ID # \_\_\_\_\_

Course			Credits	Grade	Semester	Equivalent
ACCT	233	Principles of Accounting I	3			
*ECON	200	Principles of Microeconomics	3			
MKT	340	Principles of Marketing	3			
MKT	341	Consumer Behavior	3			
MKT	344	Professional Selling	3			
MKT	448	Market Research	3			
MKT	449	Strategic Marketing Management	3			

**Marketing Elective** – Choose three credits from the courses below

MKT	343	Integrated Marketing Communications	3			
MKT	365	e-Commerce	3			
MKT	443	Applied Marketing Communications	3			
MKT	460	International Marketing	3			
MKT	470	Supply Chain Management	3			
MKT	475	Services Marketing/Management	3			
MKT	480	National Advertising Campaign	3			
MKT	492	Seminar	1-3			

Other Courses:


**Total credits required**

**24**

\*May satisfy Academic Foundations 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.*