

MARKETING MINOR

Students pursuing the B.S. in business administration, accounting, or integrated marketing communications are not eligible for this overview of the field of marketing.

Code	Title	Credits
Required Courses		
MKTG 31200	Principles of Marketing	3
MKTG 32300	Consumer Behavior	3
MKTG 41100	Marketing Analytics	3
MKTG 49100	Digital Marketing	3
MATH 14400	Statistics for Business, Economics and Management	4
	or PSYC 20700 Statistics in Psychology	
Total Credits		16

Note: The above courses may have prerequisites and may require math placement scores at certain levels; refer to course descriptions.