

MARKETING MINOR 2008-2009

A student majoring in any discipline other than Business Administration may complete a minor in Marketing upon satisfactorily completing the following requirements:

Marketing Minor Requirements (2008-09 catalog)		Course Completed	Credits
MK 350	Marketing		4
MK 385	Consumer Behavior		3
MK 488	Marketing Strategy and Policy		4
Subtotal			11
Marketing Management			
<i>Minimum of 6 credit hours from the following:</i>			
MK 366	Topics in Marketing		1-3
MK 370	Selling and Sales Promotion		3
MK 371	Advertising and Public Relations		3
MK 372	Retailing		3
MK 374	Global Marketing		3
MK 376	Managing Customer Value		3
MK 378	Services Marketing		3
MK 470	Innovation, Design & Development		3
MK 486	Marketing Research		4
Subtotal			6
Experiential and Focused Topics			
<i>Minimum of 3 credit hours from the following:</i>			
MK 260	Business Creativity and Innovation		2
MK 360	Sports Marketing		3
MK 362	Marketing in the Cruise Industry		3
MK 364	Business of Gaming		4
MK 460	Applied Marketing Projects		1-3
MK 462	Seminar in Marketing		1-3
Subtotal			3-4
Total Minor Requirements			20-21

Note: Only one course used towards a major or option may also be used as an elective in the Marketing minor.