

BROYHILL UNDERGRADUATE SCHOOL OF MANAGEMENT
MINOR: MARKETING (18 HOURS)

MARKETING MINOR REQUIREMENTS (18 HOURS)				
	COURSE NAME	HRS	TERM	PREREQUISITES
CHOOSE SIX	SELECT 18 CREDIT HOURS FROM THE FOLLOWING:			
MRKT 300	PRINCIPLES OF MARKETING* (W13)	3	FALL, SPRING	
MRKT 302	CONSUMER BEHAVIOR	3	FALL (EVEN YEARS)	MRKT 300
MRKT 304	ADVERTISING AND PROMOTION	3	SPRING (ODD YEARS)	MRKT 300
MRKT 310	SPORT MARKETING AND PROMOTION (Cross-listed with SPMG 310)	3	FALL, SPRING	
MRKT 404	SALES MANAGEMENT	3	AS NEEDED	MRKT 300
MRKT 410	MARKETING RESEARCH	3	FALL	BADM 304 or equivalent, MRKT 300, or Permission from Instructor
MRKT 420	MARKETING MANAGEMENT	3	SPRING	MRKT 300, three 400-level MRKT courses, and MGMT 316
MRKT 466	INTERNATIONAL MARKETING	3	FALL	MRKT 300
MRKT 475	TOPICS IN MARKETING	3	AS NEEDED	MGMT 300
COMM 370	INTRODUCTION TO COMPUTER GRAPHICS	3	FALL, SPRING	COMM 220 or Permission from Instructor
	TOTAL MINOR HOURS	18		

**NOTE: Required if not taken as part of the Common Professional Component for School of Business majors. Students who complete MRKT 300 as a requirement in their major will only need to take five of the courses listed above to complete the Marketing minor.*