

Undergraduate Program Requirements

Business & Entrepreneur Program Requirements

Currently displaying program requirements for academic year: UNDG 2016-2017 ▼

Marketing Minor 2016

18 credit hours required for this Minor. Upon completion of this minor, students should be able to:

- Explore the fundamentals of getting the product, service or idea, to the appropriate consumer.
- Apply strategy and informed analysis to all stages of the marketing process.
- Assess communications options.

MARKETING MINOR

Course	Title	Credits	Grade
Core		Courses:	4/4
28-1500	Introduction to Marketing	3	C
28-1501	Promotional Marketing	3	C
28-2510	Brands and Branding	3	C
28-3501	Marketing Case Studies	3	C

Choose two courses for total of 6 credit hours from Electives.

Course	Title	Credits	Grade
Electives		Courses:	2/10
28-1110	Introduction to Management	3	C
28-1112	Managerial Economics	3	C
28-1113	Information Management	3	C
28-2120	Business Writing	3	C
28-2111	Entertainment Law	3	C
28-2500	Intro to Marketing Research	3	C
28-2502	Creativity in Marketing	3	C
28-2515	Marketing Data Analytics	3	C
28-3416	Digital Media Strategies	3	C
28-3505	Marketing Yourself	3	C

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