

**Marketing Minor**  
*(Available to Non-Business Majors Only)*

Name: \_\_\_\_\_ ID# \_\_\_\_\_

Advisor \_\_\_\_\_

(15 semester hours)

<u>Course #</u>	<u>Course</u>	<u>Semester Completed</u>	<u>Grade</u>
<b><u>Required:</u></b>			
MKT 200	Marketing Principles	_____	_____
MKT 320	Consumer Behavior	_____	_____
MKT 330	International Marketing	_____	_____
<b><u>Electives: 2 of the following</u></b>			
<b><u>Advertising</u></b>			
MKT 250	Advertising Principles	_____	_____
MKT 357	Digital Advertising and social media	_____	_____
<b><u>Sales</u></b>			
MKT 340	Personal Selling	_____	_____
MKT 440	Sales Management	_____	_____
<b><u>Digital Marketing:</u></b>			
MKT 367	Marketing Web Analytics	_____	_____
MKT 370	Internet Marketing	_____	_____

Students must achieve a minimum GPA of 2.0 in the minor with no grade lower than a C-.