### MARKETING MINOR
#### DEGREE REQUIREMENT CHECK SHEET
2004 - 2006 BULLETIN
For Students Beginning Fall 2004

**COURSE REQUIREMENTS OF MARKETING MINOR**

(21 hours) Not open to students earning a BBA degree.

<table>
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<tr>
<th>REQUIRED COURSES: (3 hours)</th>
<th>HRS.</th>
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<th>GRADE</th>
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<tr>
<td>MKTG 2350 - Basic Marketing</td>
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**ELECTIVES COURSES** (18 hours) (only six credit hours of which may be management courses)

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Total: 21

**Electives are chosen from the following courses:**

- MKTG 3351 - Retail Management
- MKTG 3356 - Fashion Merchandising & E-commerce
- MKTG 3371 - Advertising
- MKTG 3372 - Sales Management
- MKTG 3373 - Public Relations
- MKTG 4320 - Selected Topics in Marketing
- MKTG 4360 - Health Care Marketing
- MKTG 4361 - Marketing Planning for Health Care Organizations
- MKTG4390 - Special Problems in Marketing
- MGMT 2341 - Principles of Management
- MGMT 3310 - Fundamentals of Entrepreneurship
- MGMT 3315 - Diversity/Multicultural Communications
- MGMT 3342 - International Business
- MGMT 3346 - Personnel/Human Resource Management
- MGMT 3352 - Purchasing Materials Management
- MGMT 3349 - Small Business Management

**Prerequisites**

1. MKTG 2350 or MKTG 3350
2. Consent of instructor
3. No prerequisite required
4. Consent of chair

**Note:** A grade point average of 2.0 is required in the minor.

Revised 9/15/04