

**MARKETING MINOR  
DEGREE REQUIREMENT CHECK SHEET  
2006 - 2008 BULLETIN  
For Students Beginning Fall 2006**

COURSE REQUIREMENTS OF MARKETING MINOR  
(21 hours) **Not open to students earning a BBA degree.**

<b>REQUIRED COURSES:</b> (3 hours)	<b>HRS.</b>	<b>DATE</b>	<b>GRADE</b>
MKTG 2350 - Basic Marketing	3	_____	_____
<b>ELECTIVES COURSES</b> (18 hours) (only six credit hours of which may be management courses)			
MKTG _____ - _____	3	_____	_____
MKTG _____ - _____	3	_____	_____
MKTG _____ - _____	3	_____	_____
MKTG _____ - _____	3	_____	_____
MKTG/MGMT _____ - _____	3	_____	_____
MKTG/MGMT _____ - _____	3	_____	_____
Total	<b>21</b>		

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

- MKTG 3351 - Retail Management<sup>1</sup>
- MKTG 3356 - Fashion Merchandising & E-commerce<sup>2</sup>
- MKTG 3371 - Advertising<sup>1</sup>
- MKTG 3372 - Sales Management<sup>1</sup>
- MKTG 3373 - Public Relations<sup>1</sup>
- MKTG 4320 - Selected Topics in Marketing<sup>1</sup>
- MKTG 4360 - Health Care Marketing<sup>2</sup>
- MKTG 4361 - Marketing Planning for Health Care Organizations<sup>2</sup>
- MKTG4390 - Special Problems in Marketing<sup>4</sup>
- MGMT 2341 - Principles of Management<sup>3</sup>
- MGMT 3310 - Fundamentals of Entrepreneurship<sup>2</sup>
- MGMT 3315 - Diversity/ Multicultural Communications<sup>3</sup>
- MGMT 3342 - International Business<sup>2</sup>
- MGMT 3346 - Personnel / Human Resource Management<sup>1</sup>
- MGMT 3352 - Purchasing Materials Management<sup>1</sup>
- MGMT 3349 - Small Business Management<sup>2</sup>

**Prerequisites**

<sup>1</sup>MKTG 2350 or MKTG 3350

<sup>2</sup>consent of instructor

<sup>3</sup>No prerequisite required

<sup>4</sup>Consent of chair

## 2006 - 2008 Marketing Minor Checksheet

• **CONSENT OF CHAIR**

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

*Revised 09/25/2008*

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If you have any questions or comments concerning the CBA site, please contact [Carla Barber](#).  
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