MARKETING MINOR
DEGREE REQUIREMENT CHECK SHEET
2008 - 2010 BULLETIN
For Students Beginning Fall 2008

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

**REQUIRED COURSES:** (3 hours)

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<th>Course</th>
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<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
- MKTG 4390 - Special Problems in Marketing
- MGMT 2341 - Principles of Management
- MGMT 3305 - Social Issues of Management
- MGMT 3310 - Fundamentals of Entrepreneurship
- MGMT 3315 - Diversity/ Multicultural Communications
- MGMT 3342 - International Business
- MGMT 3346 - Personnel / Human Resource Management
- MGMT 3349 - Small Business Management Management
- MGMT 3352 - Purchasing Materials Management
- MGMT 3365 - Transportation
- MGMT 3375 - Supply Chain Management

**Prerequisites**

1. MKTG 2350 or MKTG 3350
2. Consent of Instructor
3. No prerequisite required
4. Consent of Department Chair

**Note:** A grade point average of 2.0 is required in the minor. (Revised 06/17/2009)