

**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)	HRS.	DATE	GRADE
MKTG 2350 - Basic Marketing	3	_____	_____
ELECTIVES COURSES (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	21		

Electives are chosen from the following courses:

- MKTG 3351 - Retail Management¹
- MKTG 3356 - Fashion Merchandising & E-commerce²
- MKTG 3371 - Advertising¹
- MKTG 3372 - Sales Management¹
- MKTG 3373 - Public Relations¹
- MKTG 4320 - Selected Topics in Marketing¹
- MKTG 4360 - Health Care Marketing²
- MKTG 4361 - Marketing Planning for Health Care Organizations²
- MKTG 4390 - Special Problems in Marketing³
- MGMT 2341 - Principles of Management
- MGMT 3305 - Social Issues of Management²
- MGMT 3310 - Fundamentals of Entrepreneurship²
- MGMT 3315 - Diversity/ Multicultural Communications
- MGMT 3342 - International Business²
- MGMT 3346 - Personnel / Human Resource Management¹
- MGMT 3349 - Small Business Management Management²
- MGMT 3352 - Purchasing Materials Management¹
- MGMT 3365 - Transportation²
- MGMT 3375 - Supply Chain Management²

Prerequisites

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

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