

**MARKETING MINOR  
DEGREE REQUIREMENT CHECK SHEET  
2015-2016 BULLETIN**

COURSE REQUIREMENTS OF MARKETING MINOR  
(18 Hours) *Not Open to Students earning a BBA degree.*

Course	Course#	REQUIRED Course (3 hours)	HRS	DATE	GRADE
MKTG	2350	Basic Marketing	3	_____	_____

**ELECTIVE Courses (15 hours)  
(Only 6 Credit hours which may be management courses)**

Course	Course#	HRS	DATE	GRADE
MKTG	_____	3	_____	_____
MKTG	_____	3	_____	_____
MKTG	_____	3	_____	_____
MKTG / MGMT	_____	3	_____	_____
MKTG / MGMT	_____	3	_____	_____
<b>TOTAL</b>			18	_____

**ELECTIVES ARE CHOSEN FROM THE FOLLOWING COURSES**

Course	Course#	COURSE DESCRIPTION	PREREQUISITES
MKTG	3351	RETAIL MANAGEMENT	MKTG 2350 OR MKTG 3350
MKTG	3355	MARKETING & NEW MEDIA: SOCIAL MEDIA & EMERGING TRENDS	MKTG 3350 Consent of Instructor
MKTG	3356	FASHION MERCHANDISING & E-COMMERCE	Consent of Instructor
MKTG	3360	FUNDAMENTALS OF STRATEGIC SELLING	MKTG 2350 or MKTG 3350
MKTG	3365	TRANSPORTATION	NONE
MKTG	3371	ADVERTISING	MKTG 2350 OR MKTG 3350
MKTG	3372	SALES MANAGEMENT	MKTG 2350 OR MKTG 3350
MKTG	3373	PUBLIC RELATIONS	MKTG 2350 OR MKTG 3350
MKTG	3375	SUPPLY CHAIN MANAGEMENT	NONE
MKTG	4320	SELECTED TOPICS IN MARKETING	MKTG 2350 OR MKTG 3350
MKTG	4360	HEALTH CARE MARKETING	Consent of Instructor
MKTG	4361	MARKETING PLANNING FOR HEALTH CARE ORGANIZATIONS	Consent of Instructor
MKTG	4362	SERVICES MARKETING	MKTG 2350 OR MKTG 3350
MKTG	4370	FUNDAMENTALS OF DIRECT MARKETING	MKTG 2350 OR MKTG 3350
MKTG	4390	SPECIAL PROBLEMS IN MARKETING	Consent of DEPT. CHAIR
MGMT	2341	PRINCIPLES OF MANAGEMENT	NONE
MGMT	3305	SOCIAL ISSUES IN MANAGEMENT	NONE
MGMT	3310	FUNDAMENTALS OF ENTREPRENEURSHIP	Consent of Instructor
MGMT	3315	DIVERSITY/MULTICULTURAL COMMUNICATIONS	NONE
MGMT	3342	INTERNATIONAL BUSINESS	Consent of Instructor
MGMT	3346	PERSONNEL/HUMAN RESOURCE MANAGEMENT	MGMT 2341 OR MGMT 3340
MGMT	3349	SMALL BUSINESS MANAGEMENT	Consent of Instructor
MGMT	3352	PURCHASING AND MATERIALS MANAGEMENT	MGMT 2341 OR MGMT 3340

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