

**MARKETING MINOR  
DEGREE REQUIREMENT CHECK SHEET  
2016-2017 BULLETIN**

COURSE REQUIREMENTS OF MARKETING MINOR (18 Hours)

Course	Course#	REQUIRED Course (3 hours)	HRS	DATE	GRADE
MKTG	2350	Basic Marketing	3	_____	_____
ELECTIVE Courses (15 hours)					
Course	Course#	(Only 3 Credit hours may be management)	HRS	DATE	GRADE
MKTG	_____	_____	3	_____	_____
MKTG	_____	_____	3	_____	_____
MKTG	_____	_____	3	_____	_____
MKTG	_____	_____	3	_____	_____
MKTG / MGMT	_____	_____	3	_____	_____
<b>TOTAL</b>			<b>18</b>	_____	_____

**ELECTIVES ARE CHOSEN FROM THE FOLLOWING COURSES**

Course	Course#	COURSE DESCRIPTION	PREREQUISITES
MKTG	3351	Retail Management & E-Commerce	None
MKTG	3355	Marketing & New Media: Social Media & Emerging Trends	MKTG 2350 or MKTG 3350
MKTG	3356	Fashion Merchandising & E-Commerce	None
MKTG	3360	Fundamentals of Strategic Selling	MKTG 2350 or MKTG 3350
MKTG	3365	Transportation & Motor Carrier Management	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	MGMT 4341 & (MGMT 3365 or MKTG 3365)
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 Department 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	Strategic 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 QMTH 2330

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