

**MARKETING MINOR  
DEGREE REQUIREMENT CHECK SHEET  
2019-2020 BULLETIN**

**COURSE REQUIREMENTS OF MARKETING MINOR (18 Hours)**

| Course    | Course# | REQUIRED Course (3 hours)  | HRS | DATE  | GRADE |
|-----------|---------|--|-----|-------|-------|
| MKTG      | 2350    | Basic Marketing  | 3   | _____ | _____ |
| <b>OR</b> |         |  |     |       |       |
| MKTG      | 3350    | Principles of Marketing<br>(for students seeking a BBA; check prerequisites) | 3   | _____ | _____ |

| <b>ELECTIVE Courses (15 hours)</b> |         |   |     |       |       |
|------------------------------------|---------|---|-----|-------|-------|
| 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>                       |         |   | 18  | _____ | _____ |

**ELECTIVES ARE CHOSEN FROM THE FOLLOWING COURSES**

| Course | Course# | COURSE DESCRIPTION   | PREREQUISITES  |
|--------|---------|--|--|
| MKTG   | 3351    | Retail Management  | None   |
| MKTG   | 3355    | Digital Marketing  | MKTG 2350 or MKTG 3350                                 |
| MKTG   | 3360    | Fundamentals of Strategic Selling                                | MKTG 2350, MKTG 3350, or consent of instructor         |
| 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   | 4320    | Selected Topics in Marketing                                     | MKTG 2350 or MKTG 3350                                 |
| MKTG   | 4353    | Marketing Research and Data Management                           | MKTG 3350  |
| MKTG   | 4354    | Consumer Behavior  | MKTG 2350 or MKTG 3350                                 |
| MKTG   | 4360    | Health Care Marketing  | None   |
| MKTG   | 4361    | Marketing Planning for Health Care Organizations                 | None   |
| MKTG   | 4362    | Services Marketing   | MKTG 2350 or MKTG 3350                                 |
| MKTG   | 4V90    | Special Problems in Marketing                                    | Consent of Department Chair                            |
| MGMT   | 2341    | Basic Management <i>(Not available for BBA majors)</i>           | None   |
| MGMT   | 3305    | Business Ethics  | None   |
| MGMT   | 3310    | Fundamentals of Entrepreneurship                                 | None   |
| MGMT   | 3315    | International Business Communications<br><i>(UC UCA Core: C)</i> | MGMT 2301; or WRTG/ENGL 1320 and consent of instructor |
| MGMT   | 3342    | International Business   | None   |
| MGMT   | 3346    | Strategic Human Resource Management                              | MGMT 2341 or MGMT 3340                                 |
| MGMT   | 3349    | Small Business Management  | None   |
| MGMT   | 3352    | Purchasing and Materials Management                              | MGMT 2341 or QMTH 2330                                 |
| MGMT   | 3365    | Transportation & Motor Carrier Management                        | None   |
| MGMT   | 3375    | Logistics Strategy   | None   |
| MGMT   | 4385    | Safety and Motor Carrier Policy                                  | MGMT 3365  |

**NOTE:** A grade point average of 2.0 or higher is required in the minor.  
No course can count as credit for both a major and a minor.

Revised July 2019