

MARKETING MINOR DEGREE REQUIREMENT CHECK SHEET 2026-2027 BULLETIN

COURSE REQUIREMENTS OF MARKETING MINOR (18 Hours)

Course	Course#	REQUIRED Course (3 hours)	HRS	DATE	GRADE
MKTG	2350	Basic Marketing	3	_____	_____
OR					
MKTG	3350	Principles of Marketing (for students seeking a BBA; check prerequisites)	3	_____	_____
Course	Course#	ELECTIVE Courses (15 hours) (Only 3 credit hours may be management)	HRS	DATE	GRADE
MKTG	_____	_____	3	_____	_____
MKTG	_____	_____	3	_____	_____
MKTG	_____	_____	3	_____	_____
MKTG	_____	_____	3	_____	_____
MKTG / MGMT	_____	_____	3	_____	_____
TOTAL			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	None
MKTG	3371	Advertising	MKTG 2350 or MKTG 3350
MKTG	3372	Sales Management	None
MKTG	3373	Public Relations	MKTG 2350 or MKTG 3350
MKTG	3374	Managing Customer Relationships	None
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 <i>(UC UCA Core: C)</i>	MGMT 2301 or 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 2026