

## Marketing minor

2024-2025 catalog

Student Name: \_\_\_\_\_ ID Number: \_\_\_\_\_

### Minor Requirements

- Enrollment in MKT352 requires completion of a statistics prerequisite course, typically one of MIS264, MIS379, DST164, MAT163, SOC362, PSY215, or a statistics course in transfer.

Term Completed/Planned	Grade	Credit	Course #	Title
_____	_____	4	MKT252	Principles of Marketing
_____	_____	4	MKT352	Marketing Research and Analysis
Complete <b>one (1)</b> of MKT355, MKT357, or MKT359				
_____	_____	4	MKT355	Marketing Communications
_____	_____	4	MKT357	Advertising
_____	_____	4	MKT359	Digital Marketing
Complete <b>two (2)</b> MKT electives, chosen from:				
_____	_____	4	MKT350	Consumer Behavior
_____	_____	4	MKT354	Sales Management
_____	_____	4	MKT450	Marketing Management
_____	_____	4	MKT466	International Marketing

Abbreviation Key: ML = Modern Language; SC = Signature Curriculum; EM = Engaging Minneapolis; AE = Augsburg Experience; KC = Senior Keystone Course; NSM = Natural Science & Mathematics - no lab; NSM-L = Natural Science & Mathematics-with lab; SBS = Social & Behavioral Science; FA = Fine Arts; HUM = Humanities