

Marketing minor

2026-2027 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 one (1) of MKT355, MKT357, or MKT359				
_____	_____	4	MKT355	Marketing Communications
_____	_____	4	MKT357	Advertising
_____	_____	4	MKT359	Digital Marketing
Complete two (2) MKT electives, chosen from:				
_____	_____	4	MKT350	Consumer Behavior
_____	_____	4	MKT354	Sales Management
_____	_____	4	MKT450	Marketing Management
_____	_____	4	MKT466	International Marketing