

NEW MARKETING MINOR

Add Marketing Insight to Your Degree

The Marketing Minor offers an opportunity for non-marketing students to develop knowledge and skills in marketing strategy, tactics, and analytics. This minor is an especially valuable one to combine with any STEM or business-related major to better understand how the Marketing function interfaces with other corporate areas and contributes to company success.

Requirements for the Minor (18 credits)

All courses must be completed with a C- or higher.

Marketing majors are ineligible for the minor.

Only one course can be used to satisfy electives and selectives between two programs (majors, minors, or concentrations).

COURSES

Complete one of these courses (3 cr):

- Marketing Management (MKTG 32400) or Principles of Marketing (MKTG 32300)

Plus 15 credits from the below courses:

- Marketing Research (MKTG 42500) (3 cr)
- Digital Marketing Strategy (MKTG 42710) (3 cr)
- Brand Management (MKTG 42610) (3 cr)
- Marketing Analytics (MKTG 42110) (3 cr)
- Data & AI-Driven Marketing (MKTG 42120) (3 cr)
- Consumer Analytics (MKTG 42000) (3 cr)
- Consumer Behavior (MKTG 42130) (3 cr)
- International Marketing (MKTG 42210) (3 cr)
- New Product Development (MKTG 42300) (3 cr)
- Retail Management (MKTG 42410) (3 cr)
- Sales Management (MKTG 42420) (3 cr)
- Professional Selling (MKTG 43000) (3 cr)
- Social Media Marketing (MKTG 43700) (3 cr)
- Pricing Strategies (MKTG 43800) (3 cr)
- Any MKTG 30000+ level course not used to fulfill any other requirement

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