

Minor - Marketing

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Minor - Marketing Description

A minor in marketing is available to business and nonbusiness students. This minor provides students with the opportunity to learn the critical skills needed to bring revenue into an organization. Whether its product is a good, service, or idea, developing a marketing plan is essential for success. This minor provides flexibility by allowing students to select areas that they are interested in such as digital marketing, product and campaign design, professional sales, distribution and logistics, or marketing research. All students must meet the individual course prerequisites (please see requirements) before declaring and taking courses toward the marketing minor.

Course Requirements

A minor in marketing consists of the following courses: GB 350 or Mktg 351 plus five additional marketing (Mktg) courses of which four must be at least 300 level or above.

Other Academic Requirements

Students are required to maintain a 2.0 or higher grade-point average in the courses applied to the minor.

