



ADVISING WORKSHEET
MINOR IN MARKETING
GENERAL BULLETIN 2023-2024

TRANSFER INSTITUTION(S):

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 Advising Center
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Name _____

Student ID # _____

Course			Credits	Grade	Semester	Equivalent
ACTG	201	Principles of Financial Accounting	3			
*ECNS	201	Principles of Microeconomics	3			
BMKT	325	Principles of Marketing	3			
BMKT	337	Consumer Behavior	3			
BMKT	342	Marketing Research	3			
BMKT	436	Sales and Sales Management	3			
BMKT	449	Strategic Marketing Management	3			

Marketing Elective – Select three credits from the following:

BMKT	343	Integrated Marketing Communications	3			
BMKT	411	Services/Relationship Marketing	3			
BGEN	498	Internship/Cooperative Education	3			

Total credits required

24

*May satisfy General Education requirements.

The minor is for students with non-marketing majors. A minor in marketing provides students the opportunity to learn how to market a product, service and/or their career.

Certain courses in this program have prerequisites; students should check the course descriptions for required prerequisites.