Minor in Marketing General Bulletin 2026-2027

Name: _____

Student ID: _____

Required Courses

Course Subject	Course Number	Course Title	Credits	Grade	Semester	Equivalent
ACTG	201	Principles of Financial Accounting	3			
BMKT	325	Principles of Marketing	3			
BMKT	337	Consumer Behavior	3			
BMKT	342	Marketing Research	3			
BMKT	420	Integrated Online Marketing	3			
BMKT	436	Sales and Sales Management	3			
BMKT	449	Strategic Marketing Management	3			

Marketing Electives

Select 3 credits from the following:

Course Subject	Course Number	Course Title	Credits	Grade	Semester	Equivalent
BMKT	343	Integrated Marketing Communication	3			
BMKT	411	Services/Relationship Marketing	3			
BMKT	413	Sports Marketing	3			
BGEN	498	Internship/Cooperative Education	3			

Total minimum credits for the minor: 24 credits

The minor is for students with non-marketing majors. A minor in marketing provides students with 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 in the General Bulletin for required prerequisites.

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