

MARKETING INSIGHTS, MINOR IN

The minor in marketing insights provides students with the skills necessary for success in marketing, including careers in industry, the nonprofit sector and government organizations. Students gain insights into consumer psychology, global marketing, advertising and promotion, social media and internet marketing, product development, and brand strategy.

The minor in marketing insights is for non-marketing majors and requires a minimum of 18 credits. Students must attain a minimum cumulative GPA of 2.0 in these courses.

Students should take MKTG 301 first, as it is a prerequisite for the other marketing courses.

Course	Title	Hours
MKTG 301	Marketing Principles	3
Choose at least three of the following:		9
MKTG 315	Buyer Behavior	
MKTG 320	International Marketing	
MKTG 330	Integrated Marketing Communications	
MKTG 448	Digital Marketing	
MKTG 450	Product Development and Management	
Choose remaining courses from (or other courses approved by department chair):		6
MKTG 310	Marketing Research	
MKTG 315	Buyer Behavior	
MKTG 320	International Marketing	
MKTG 330	Integrated Marketing Communications	
MKTG 335	Professional Selling I: The Art of Persuasion	
MKTG 340	Retail Management	
MKTG 360	Social Media Research	
MKTG 440	Contemporary Pricing	
MKTG 442	Services Marketing	
MKTG 448	Digital Marketing	
MKTG 450	Product Development and Management	
Total Hours		18