MINOR FIELD: MARKETING
DEPARTMENT: Business and Accounting
TOTAL NUMBER OF CREDITS: 18

RATIONALE:
A marketing minor exposes students to short-and-long-term business concepts and practices a company employs in its attempts to reach potential customers.

REQUIREMENTS:

MKT 309 Marketing Principles and Practices
MKT 331 Advertising Principles
MKT 364 Marketing Management

Choice of Three:

FMD 328 Buying Principles and Practices
MKT 350 E-Marketing
MKT 351 Retail Marketing
MKT 352 Marketing Sales
MKT 354 Social Media Marketing
MKT 355 Brand Marketing
MKT 357 Global Marketing
MKT 359 Marketing Research

DEPARTMENT ADVISOR: Dr. Harris Tahir