Programs

Marketing Minor

(18 credits)

The Marketing minor provides students with foundational knowledge of consumer behavior, market research, digital marketing, branding, and strategy. Designed to complement any major, this program equips students with the skills to analyze markets, understand customer needs, and develop effective promotional and communication strategies in a dynamic business environment.

To earn the Marketing minor, students must complete the courses listed below:

MKT 231	Principles of Marketing
MKT 237	Digital Marketing and Communications
MKT 241	Marketing Research and Strategy
MKT 322	Promotional Marketing
CO 362	Persuasion
MG 309	Business Ethics