

MARKETING, MINOR

Code	Title	Credits
MKG 181	Principles of Marketing	3
Choose five from the following courses:		
MKG 305	Integrated Marketing Communication (Both semesters)	
MKG 311	Marketing Research (Spring) ¹	
MKG 313	Consumer Behavior (Fall)	
MKG 325	International Marketing (Spring)	
MKG 335	Sales Communications (Both semesters)	
MKG 336	Omni Channel Marketing	
MKG 381	Digital Marketing Tactics	
MKG 382	Social Media Planning	
MKG 383	Applied Digital Analytics	
MKG 384	Content Marketing Principles	
Total Credits		3