**Marketing Minor** (18 credits)

*Three credits of the following: (3)*

- [ECON 110] Economics of Social Issues (3)
- [ECON 120] Principles of Macroeconomics (3)
- [MRKT 130] Marketing Principles (3)

*Six credits of the following: (6)*

- [MKRT 333] Consumer Behavior (3)
- [MRKT 337] Integrated Marketing Communications (3)
- [MRKT 339] Market Research *

*Six credits of the following: (6)*

- [MRKT 357] Personal Selling (3)
- [MRKT 362] Social Media Marketing (3)
- [MRKT 364] Digital Marketing (3)
- [MRKT 391] Marketing Practicum (3)**

*This course requires prerequisite(s), which may increase the total credits required for the minor.
**Must be taken for a letter grade.

*Requirements for students who declare the minor in 2017-18.*