

**MARKETING MINOR
DEGREE REQUIREMENT CHECK SHEET
2004 - 2006 BULLETIN
For Students Beginning Fall 2004**

COURSE REQUIREMENTS OF MARKETING MINOR
(21 hours) *Not open to students earning a BBA degree.*

	HRS.	DATE	GRADE
REQUIRED COURSES: (3 hours)			
MKTG 2350 - Basic Marketing	3	_____	_____
ELECTIVES COURSES (18 hours) (only six credit hours of which may be management courses)			
MKTG _____ - _____	3	_____	_____
MKTG _____ - _____	3	_____	_____
MKTG _____ - _____	3	_____	_____
MKTG _____ - _____	3	_____	_____
MKTG/MGMT _____ - _____	3	_____	_____
MKTG/MGMT _____ - _____	3	_____	_____
Total	21		

Electives are chosen from the following courses:

- MKTG 3351 - Retail Management¹
- MKTG 3356 - Fashion Merchandising & E-commerce²
- MKTG 3371 - Advertising¹
- MKTG 3372 - Sales Management¹
- MKTG 3373 - Public Relations¹
- MKTG 4320 - Selected Topics in Marketing¹
- MKTG 4360 - Health Care Marketing²
- MKTG 4361 - Marketing Planning for Health Care Organizations²
- MKTG4390 - Special Problems in Marketing⁴
- MGMT 2341 - Principles of Management³
- MGMT 3310 - Fundamentals of Entrepreneurship²
- MGMT 3315 - Diversity/ Multicultural Communications³
- MGMT 3342 - International Business²
- MGMT 3346 - Personnel / Human Resource Management¹
- MGMT 3352 - Purchasing Materials Management¹
- MGMT 3349 - Small Business Management²

Prerequisites

¹MKTG 2350 or MKTG 3350

²consent of instructor

³No prerequisite required

⁴ Consent of chair

Note: A grade point average of 2.0 is required in the minor.

Revised 8/15/04

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If you have any questions or comments concerning the CBA site, please contact [Carla Barber](#).
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