

MARKETING MINOR

The Marketing minor will enhance a student's academic and career profile. The student will learn and apply the concepts of advertising, branding, consumer behavior, and market research. This minor will develop the student's marketing knowledge of price, product, promotion, and place while improving their written and oral communication, analytical thinking, and data-driven decision-making. This minor requires 15 credit hours, with 9 credit hours in upper division.

Upon successful completion of this minor students will be able to:

- Communicate effectively and purposefully, integrating technology into writing and presentations.
- Develop, acquire, and enhance customer relationships in the sales process.
- Identify various consumer behaviors, motivations and attitudes from both marketer and consumer perspectives.
- Describe the role of integrated marketing communications (IMC) by using various promotional activities that enhance the building and maintaining of consumer relationships and loyalty.

A minimum of 15 credits is required for completion of the minor. Students must be enrolled in a Bachelor's degree program in order to declare a minor.

Code	Title	Credits
Required Coursework		
BSAD 116	Business Organization & Mgmt	3
BSAD 209	Professional Sales	3
BSAD 325	Marketing Management	3
BSAD 327	Advertising Management	3
BSAD 329	Consumer Behavior	3
Total Credits		15