

## Marketing Minor 18 Hours

| Student | <br>ID# | Advisor |
|---------|---------|---------|

## **Required Courses for Marketing Minors (9 Hours)**

| Required Course                   | Hours | Transfer/Substitution/Notes | Final Grade |
|-----------------------------------|-------|-----------------------------|-------------|
| MKTG 321: Principles of Marketing | 3     |                             |             |
| MKTG 322: Consumer Behavior       | 3     |                             |             |
| MKTG 450: Brand Management        | 3     |                             |             |

## **Marketing Electives (9 Hours)**

|   | Course | Hours | Transfer/Substitution/Notes | Final Grade |  |  |
|---|--------|-------|-----------------------------|-------------|--|--|
| Students will complete nine additional upper division hours with the MKTG prefix. |        |       |                             |             |  |  |
|   | MKTG:  | 3     |                             |             |  |  |
|   | MKTG:  | 3     |                             |             |  |  |
|   | MKTG:  | 3     |                             |             |  |  |