

MARKETING MINOR

The Marketing Minor allows non-Heider College of Business students to immerse themselves more fully in the field of marketing. Students will understand marketing principles and develop relevant skills that will help them in their professional careers.

This minor is only available to students who are not in the Heider College of Business.

Marketing Minor Requirements: 18 Credits

Code	Title	Credits
MKT 319	Principles of Marketing	3
MKT 333	Consumer and Market Behavior	3
MKT 343	Marketing Research	3
Select nine credits of MKT at the 300 level or higher (excluding MKT 366 and MKT 473)		9
Total Credits		18