



Curriculum Sheet for Business Minor

MARKETING

A minor in Marketing requires 18 hours, of which two are required courses and four are electives. The curriculum is designed for flexibility so that students obtain a broad background in Marketing that can be customized to augment their preparation for a variety of careers. The Marketing minor is especially helpful for students with science, engineering or communications majors who desire to pursue careers involving technology transfer or sales. All students interesting in a Marketing minor can pick up a Minor Request Form from the College of Business Academic Advising Office. Most classes will require a departmental override for students outside the College of Business. Please contact the department at (662) 325-3163.

MARKETING MINOR – REQUIRED COURSES (6 HOURS)			HOURS
MKT	3013	Principles of Marketing	3
MKT	4413	Consumer Behavior	3
MARKETING MINOR - ELECTIVES (12 HOURS)			HOURS
MKT	3213	Retailing	3
MKT	3933	International Marketing	3
MKT	4113	Personal Selling	3
MKT	4123	Advertising	3
MKT	4143	Sales Management	3
MKT	4613	Services Marketing	3
MKT	4213	Internet Marketing	3
MKT	4533	Marketing Research	3
MKT	3323	International Logistics	3
MKT	4033	International Transportation	3
MKT	4313	Physical Distribution Management	3
MKT	4333	International Supply Chain Management	3
MKT	4223	Social Media Marketing	3
MKT	4423	Strategic Brand Management	3