

MARKETING MINOR

The minor in Marketing provides an opportunity for students to explore the knowledge and skills involved in value creation and revenue development by creating goods and services that meet the needs of a target audience. The minor allows students to acquire a foundational understanding of and skills in marketing while selecting electives that enhance their education in areas such as business, communications, and art, in order to make the most sense for their intended career path.

Students completing the minor in Marketing are required to take 18 credits, as listed below:

Code	Title	Credits
MGT-120	Principles of Business Management	3
MGT-280	Principles of Marketing	3
MGT-305	Consumer Behavior	3
MGT-390	Marketing Communications	3
6 credits of approved Marketing electives		6
Total Credits		18

Approved Marketing Electives

Choose 6 credits of the following approved electives.

Code	Title	Credits
ART-071	Adobe Indesign	1
ART-072	Digital Drawing: Art & Business	1
ART-076	WordPress	1
ART-078	Interactive Media Art	1
ART-079	Illustration	1
ART-084	Adobe Photoshop	1
ART-086	Digital Animation	1
ART-087	Web Design	1
ART-218	Introduction to Digital Art & Design	3
ART-220	Introduction to App Design	3
ART-230	Introduction to Web Design	3
ART-241	Introduction to Graphic Design	3
ART-242	Graphic Design for Print	3
ART-246	Introduction to Illustration: Visual Narrative	3
ART-271	Introduction to Digital Photography	3
ART-272	Introduction to Film Photography	3
ART-311	Interaction Design	3-9
COM-180	Introduction to Public Relations	3
COM-195	Media and Culture	3
COM-238	Podcasting	3
COM-256	Writing for Public Relations	3
COM-267	Introduction to Television Studies	3
COM-271	Introduction to Media Writing	3
COM-273	Multimedia Storytelling	3
COM-355	Case Studies in Public Relations	3
COM-357	Editing and Publishing	3
COM-358	Global Media	3
COM-360	Social Media Strategies	3
COM-369	Media and Social Change	3

COM-372	Fan Culture	3
COM-373	Advanced Multimedia Reporting	3
COM-374	Advertising and Consumer Culture	3
COM-480	Public Relations Campaigns	3
CWP-250	Introduction to Creative Writing	3
CWP-268	Screenwriting	3
DSA-201	Introduction to Data Science and Analytics	3
DSA-202	Data Analysis and Visualization	3
FLM-208	Digital Cinematography-Narrative Film Production	3
MGT-035	Google: Search Engine Marketing	1
MGT-040	Design Thinking	1
MGT-073	Building your Career Brand	1
MGT-074	Put Wow in Presentations	1
MGT-084	Retail Planning and Buying	1
MGT-131	Media Relations-Public Relations	1
MGT-132	Sponsorships and Fundraising	1
MGT-160	Business Analytics	3
MGT-224	Introduction to Real Estate	3
MGT-255	Entrepreneurship	3
MGT-312	Sports Marketing	3
MGT-315	Event Planning and Facility Management	3
MGT-353	Retailing	3
MGT-355	Professional Selling	3
MGT-357	Global Marketing	3
PSY-250	Social Psychology	3
PSY-290	Cross-Cultural Psychology	3
THE-261	Public Speaking	3