

Marketing Minor (for non-business majors only) (Last Revised 03/2019)

Marketing Minor (21 hours)

Credit

MKTG 2110	Principles of Marketing (Sophomore standing; ECON 1031 <u>OR</u> ECON 1041)	3 hrs.
ECON 1031 <u>OR</u> ECON 1041	Introduction to Economics Principles of Macroeconomics	3 hrs.

Required Marketing Electives (Select 12 additional hours)

MKTG 3113/5113	Consumer Behavior (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041)	3 hrs.
MKTG 3143	Advertising and Promotion (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041)	3 hrs.
MKTG 3146	Digital Advertising (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041)	3 hrs.
MKTG 3153	Personal Selling (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041)	3 hrs.
MKTG 3154	Sales Management (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041)	3 hrs.
MKTG 3156	Services Marketing (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041)	3 hrs.
MKTG 3163	Distribution and Logistics (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041)	3 hrs.
MKTG 3166	Retail Management (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041)	3 hrs.
MKTG 3173	New Product Management (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041)	3 hrs.
MKTG 3176/5176	Global Marketing (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041)	3 hrs.
MKTG 3178	Global Trade Practices (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041)	3 hrs.
MKTG 3583/5583	Entrepreneurship (BUSINESS 2010 <u>OR</u> (ACCT 2120; ACCT 2130; FIN 3130/5130; STAT 1772 <u>OR</u> equivalent <u>AND</u> ECON 1011); MKTG 2110; ECON 1031 <u>OR</u> (ECON 1041 <u>AND</u> ECON 1051))	3 hrs.
MKTG 3595	Value Based Pricing (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041)	3 hrs.
MKTG 4150	Advertising Campaign Development (Senior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041; MKTG 3143 <u>OR</u> MKTG 3146 <u>OR</u> instructor approval)	3 hrs.

Required Business Electives (Select 3 additional hours)

ACCT 2120	Principles of Financial Accounting (Sophomore standing)	3 hrs.
MGMT 3153	Organizational Management (Junior standing)	3 hrs.

Disclosure: All non-business major students pursuing this minor must meet the following guidelines:

- 1) Have a 2.5 cumulative GPA at time of declaration of minor
- 2) Meet all course pre-requisites, including the 60 total credit hours or more to take upper level business courses
- 3) Cannot take more than 6 credit hours of upper level business courses in the same semester
- 4) Cannot take more than 15 total credit hours of upper level business courses, including transfer and courses taken at UNI
- 5) Cannot take more than 30 total credit hours of business courses, including transfer and courses taken at UNI

Important: Non-business major students who want to pursue this minor should meet with an academic advisor in CBB 5 to ensure completion will align with student's graduation timeline. Students will need to meet with a CBA Advisor after CBA priority registration has concluded to enroll in any business courses except ECON 1041, ECON 1051, and/or ECON 1031.

*NB=Non-Business