

Advertising and Promotion Minor
Bachelor of Applied Science, Bachelor of Arts,
Bachelor of Fine Arts, or Bachelor of Science

	Cr Hrs	Cr Rec	Cr Bal	Prerequisites/Periodicity
MKT 350 - Principles of Marketing	3			54 hrs, PSY 121 ¹
MKT 352 - Personal Selling	3			MKT 350 ¹
MKT 354 - Principles of Advertising	3			MKT 350 ¹
MKT 380 - Creative Advertising OR	3			MKT 354 ¹ /Fall
MKT 510 - e-Business	3			FGB 510 or MKT 354 or 355
MKT 456 - Advanced Advertising	3			MKT 354 ¹ /Fall
MKT 351 - Consumer Market Behavior OR	3			MKT 350 ¹
MKT 480 - Advertising Campaigns	3			MKT350, 354, 456, Perm ¹ / Spring

Marketing Minor

Bachelor of Applied Science, Bachelor of Arts,
Bachelor of Fine Arts, or Bachelor of Science

MKT 350 - Principles of Marketing	3			54 hrs, PSY 121 ¹
MKT 351 - Consumer Market Behavior	3			MKT 350 ¹
Elect 4 courses from:				
MKT 352 - Personal Selling	3			MKT 350 ¹
MKT 354 - Principles of Advertising	3			MKT 350 ¹
MKT 355 - Principles of Retailing	3			MKT 350 ¹ /Fall
MKT 360 - Marketing Research	3			QBA 337, MKT 350 ¹
MKT 380 - Creative Advertising	3			MKT 354 ¹ /Fall
MKT 430 - Logistics and Transportation	3			MKT 350, MGT 340 ¹
MKT 451 - Advanced Selling	3			MKT 352 ¹ /Spring
MKT 452 - Sales Management	3			MKT 352 ¹ /Spring
MKT 455 - Advanced Retailing Practices	3			MKT 355 ¹ /Spring
MKT 456 - Advanced Advertising	3			MKT 354 ¹ /Fall
MKT 470 - Advanced Marketing Research	3			MKT 350, 360 ¹ /Spring
MKT 472 - Advanced Marketing	3			MKT 351, 360 ¹
MKT 474 - International Marketing	3			MKT 350 ¹
MKT 476 - Futuristics: Business and Society	3			MKT 350 ¹ /Fall
MKT 480 - Advertising Campaigns	3			MKT350, 354, 456, Perm ¹ /Spring
MKT 485 - Marketing Yourself	3			MKT 350 ¹

¹Undergraduate business and undecided majors must be admitted to the degree program.

Cr Rec - Credit hours received from courses completed.

Cr Bal - Credit Balance needed to fulfill requirements.

Note: A minimum of 9 credit hours not counted as requirements on any other major or minor and exclusive of "problems" and "readings" courses, is required for the completion of any minor in business.

For Advisement Only. Consult appropriate catalog for degree requirements.

International Marketing Minor
Bachelor of Applied Science, Bachelor of Arts,
Bachelor of Science

	Cr Hrs	Cr Rec	Cr Bal	Prerequisites/Periodicity
MKT 350 - Principles of Marketing	3			54 hrs, PSY 121 ¹
MKT 351 - Consumer Market Behavior	3			MKT 350 ¹
MKT 474 - International Marketing	3			MKT 350 ¹
MGT 340 - Organizational Behavior and Management	3			54 hrs, PSY 121 ¹
MGT 447 - International Management	3			MGT 340 ¹ /Demand
FGB 584 - International Financial Management	3			FGB 380 ¹

Selling Minor

Bachelor of Applied Science, Bachelor of Arts,
Bachelor of Science

MKT 350 - Principles of Marketing	3			54 hrs, PSY 121 ¹
MKT 351 - Consumer Market Behavior	3			MKT 350 ¹
MKT 352 - Personal Selling	3			MKT 350 ¹
MKT 451 - Advanced Selling	3			MKT 352 ¹ /Spring
MKT 452 - Sales Management	3			MKT 352 ¹ /Spring
MGT 345 - Human Resources OR	3			MGT 340 ¹
MGT 397 - Business Report Writing OR	3			MGT 286 ¹
MKT 485 - Marketing Yourself OR	3			MKT 350 ¹
MGT 486 - Administrative Communication	3			MGT 286 ¹ /Spring

Retailing/Merchandising Minor

Bachelor of Applied Science, Bachelor of Arts,

Bachelor of Science

MGT 320 - Patterns of Management OR	3			54 hours ¹ /Demand
MGT 340 - Organizational Behavior and Management	3			54 hrs, PSY 121 ¹
MKT 350 - Principles of Marketing	3			54 hrs, PSY 121 ¹
MKT 351 - Consumer Market Behavior	3			MKT 350 ¹
MKT 352 - Personal Selling OR	3			MKT 350 ¹
MKT 354 - Principles of Advertising	3			MKT 350 ¹
MKT 355 - Principles of Retailing	3			MKT 350 ¹ /Fall
MKT 455 - Advanced Retailing Practices	3			MKT 355 ¹ /Spring

Logistics and Supply Chain Management Minor

Bachelor of Applied Science, Bachelor of Arts,

Bachelor of Science

MKT 350 - Principles of Marketing	3			54 hrs, PSY 121 ¹
MKT 430 - Logistics and Transportation	3			MKT 350, MGT 340 ¹
MKT 440 - Logistics Models	3			MKT 430 ¹ /Fall
MKT 450 - Supply Chain Management	3			MKT 350 or FGB 510 ¹ /Fall
MKT 460 - Logistics and Transportation Strategy	3			MKT 440, 450 ¹ /Spring
MGT 367 - Purchasing and Supply Management	3			MGT 364 ¹ /Fall