

ANISFIELD SCHOOL OF BUSINESS ADVISEMENT SHEET
Marketing Minor AY 25-26

Marketing Minor: (20 credits)		Prerequisites	Comments
Required Courses: (12 credits)			
	MKTG 290 Marketing: Principles and Practices		Coreq: CRWT 102
	MKTG 310 Consumer Behavior	C grade or better in MKTG 290	
	MKTG 320 Integrated Marketing Communication	C grade or better in MKTG 290	
Marketing Electives (select two, 8 credits)			
	MGMT 321 Entrepreneurship	MKTG 290	
	MKTG 350 International Marketing	MKTG 290 or BADM 235	
	MKTG 360 Retail Marketing	MKTG 290	
	MKTG 370 Sales Management	MKTG 290	
	MKTG 385 Social Media Marketing	MKTG 290	
	MKTG 390 E-Marketing	MKTG 290	
	MKTG 440 Branding and Brand Management	MKTG 290	
	MKTG 490 Advanced Topics in Marketing	MKTG 290	