

MARKETING MANAGEMENT MINOR

(Available Online)

Code	Title	Credits
Required		
MKM 386	Marketing Principles	4
8 credits from the following courses:		8
BUS 380	Organizational Behavior (4)	
MAN 120	Business Fundamentals and Entrepreneurship (2)	
MAN 204	Legal Environment of Business (2)	
HRM 382	Human Resource Management and Employment Law (4)	
ACC 384 or ACC 201	Applied Accounting and Finance (4) Principles of Financial Accounting (4)	
BUS 388	Business Analytics, Tools & Techniques (4)	
8 credits from the following courses:		8
MKM 450	Innovation and Systems Thinking (4)	
MKM 452	Integrated Promotional Strategy (4)	
MKM 454	New Media Literacy and Social Media (4)	
MKM 456	Marketing Information and Analysis (4)	
Total Credits		20