

# Marketing

## Minor

Marketing is a field that provides you with the ability understand our consumer society. Marketing is a component of every industry. A marketing minor will provide you with the tools you need to understand your customer as well as your competitors. You will learn how to gather data and turn it into decision-making information, use social media as a marketing platform, and learn how to use the tools and methods that best fit the marketing needs and budgets of businesses. In addition, you will also gain the skills to understand the tendencies of your customers and perfect the art of closing the deal.

### Minor Requirements | 18 Credit Hours

The marketing minor requires 18 credit hours beyond general education and degree requirements and includes the following:

Class Name	Credit Hours
<b>Required:</b>	
BUS 301 Principles of Marketing	3 credit hours
<b>Choose 15 hours from the following options:</b>	
BUS 303 Social Media Marketing	3 credit hours
BUS 304 Integrated Marketing Communications	3 credit hours
BUS 306 Professional Selling and Sales Management	3 credit hours
BUS 323 Small Business Marketing	3 credit hours
BUS 402 Marketing Research	3 credit hours
BUS 404 Consumer Behavior	3 credit hours
BUS 431 International Business II	3 credit hours
BUS 471 Business Internship	3 credit hours