

**Course Progression for
Marketing Minor for Non-Business Majors
2020-2021**

Our marketing minor will help you to improve your web presence and create optimized social media platforms, as well as manage your brands (or yourself). It will also allow you to understand consumer behavior and research to determine consumer preferences which helps guide firms in responding to those preferences.

Junior	Area/Level	Fall Semester	Cr.	JR	Area/Level	Spring Semester	Cr.
BUSA 2106	Lower	Environment of Business	3	MARK 3010	Upper Core	Principles of Marketing (<i>requires BUSA 2106 & Junior standing-minimum 60 hours</i>)	3
		Total	3			Total	3
Senior	Area/Level	Fall Semester	Cr.	SR	Area/Level	Spring Semester	Cr.
MARK Elective	Upper	Marketing Course *	3	MARK Elective	Upper	Marketing Course *	3
MARK Elective	Upper	Marketing Course *	3	MARK Elective	Upper	Marketing Course *	3
		Total	6			Total	6

*Select **four** of the following classes:

- MARK 3011 Consumer Behavior (S)
- MARK 3233 Retail Marketing (occasionally)
- MARK 3455 Professional Selling (SU)
- MARK 3517 Services Marketing (occasionally)
- MARK 4433 Social Media Marketing (S)
- MARK 4480 Sports Marketing (F)
- MARK 4701 Marketing Strategy (S)
- MARK 4800 Special Topics in Marketing (occasionally)

F-Fall, S-Spring, SU-Summer