

MARKETING MINOR

Code	Title	Hours
Required		
MKTG 3850	Buyer Behavior And Relationship Marketing	3
or MKTG 3880	Marketing Research And Data Analytics	
Electives		
Select two of the following:		6
MKTG 3140	International Marketing	
MKTG 3280	Digital Marketing	
MKTG 3690	Marketing Communications	
MKTG 4540	Business Marketing	
MKTG 3130	Supply Chain Management	
MKTG 3920	Sports Marketing	
MKTG 4220	International Sourcing, Logistics And Transportation	
MKTG 4980	Special Topics	
MKTG 4990	Independent Study	
PSLS 3080	Purchasing And Business Relationship Management	
PSLS 3440	Professional Sales	
PSLS 4710	Salesforce Leadership	
Required Business Core BUAD course will serve as the fourth course to meet minor requirements.		3
Total Hours		12

- PLO 1: Ethics and Social Responsibility – Each student can analyze and resolve ethical issues in decision-making and recognize their impact on the larger community\\n
- PLO 2: Innovation and Creativity – Each student can examine problems, opportunities, relationships, and situations from different and unique perspectives and develop creative solutions.\\n
- PLO 3: Critical Thinking and Analysis – Each student can think critically to identify problems, research, analyze and make sound inferences from and use effective problem-solving and decision-making techniques.\\n
- PLO 4: Business Acumen – Each Student can identify, interpret, evaluate, and suggest solutions within the legal, global, financial, marketing, and operational dimensions of business\\n
- PLO 5: Technology – Each student can understand and utilize current and emerging technology to improve business competitiveness and personal productivity\\n
- PLO 6: Professionalism – Each student can demonstrate effective oral and written communication, interpersonal collaboration, responsibility, accountability and professional behavior\\n
- PLO 7: Leadership – Each student can practice reflective thinking to assess personal strengths and challenges and can formulate strategies for lifetime development of leadership competencies