

ANISFIELD SCHOOL OF BUSINESS ADVISEMENT SHEET
Marketing Minor AY 24-25

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 390 E-Marketing	MKTG 290	
MKTG 440 Branding and Brand Management	MKTG 290	
MKTG 490 Advanced Topics in Marketing	MKTG 290	