

Marketing, Minor

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Requirements

The Marketing Department offers students three different tracks in the marketing minor, each providing a theoretical and in-depth professional preparation in the field. The first is the Marketing Management track, which provides a broad base of experiential classes and the most flexibility in scheduling for employed students. The second is the Digital Marketing track, which provides courses in internet marketing, social media, and web analytics. The newest track is Professional Selling, which prepares students for a career in sales with courses in personal selling, sales management, and sales analytics. Whichever track is chosen, a professional internship is highly encouraged.

Total Program Credits: 18

Discipline Core Requirements:		18 Credits
MGMT 2400	Introduction to Data Analytics for Business Professionals	3
MKTG 3600	Principles of Marketing	3
MKTG 3650	Professional Selling	3
MKTG 3660	Digital Marketing	3
MKTG 3700	Fundamentals of Product Management	3
MKTG 4600	Customer Experience	3

Marketing, Minor Graduation Plan

This graduation plan is a sample plan and is intended to be a guide. Your specific plan may differ based on your Math and English placement and/or transfer credits applied. You are encouraged to meet with an advisor and set up an individualized graduation plan in [Wolverine Track](#).

Milestone courses (pre-requisites for a course in one of the subsequent semesters) are marked in red and italicized.

Semester 1	Course Title	Credit Hours
	Major Courses and Generals	
	Semester total:	0
Semester 2	Course Title	Credit Hours
	Major Courses and Generals	
	Semester total:	0
Semester 3	Course Title	Credit Hours
MKTG 3600	Principles of Marketing	3
	Semester total:	3
Semester 4	Course Title	Credit Hours
MGMT 2400	Intro to Data Analytics	3
	Semester total:	3
Semester 5	Course Title	Credit Hours
MKTG 3650	Professional Selling	3
	Semester total:	3
Semester 6	Course Title	Credit Hours
MKTG 4600	Customer Experience	3
	Semester total:	3
Semester 7	Course Title	Credit Hours
MKTG 3660	Digital Marketing	3
	Semester total:	3
Semester 8	Course Title	Credit Hours
MKTG 3700	Fundamentals of Product Management	3
	Semester total:	3
	Degree total:	18