

## 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 |
|-------------------------------|------------------------------------|------------|
| <a href="#">MGMT 2400</a>     | Data Analytics for Business        | 3          |
| <a href="#">MKTG 3600</a>     | Principles of Marketing            | 3          |
| <a href="#">MKTG 4600</a>     | Customer Experience                | 3          |
| <a href="#">MKTG 3650</a>     | Professional Selling               | 3          |
| <a href="#">MKTG 3660</a>     | Digital Marketing                  | 3          |
| <a href="#">MKTG 3700</a>     | Fundamentals of Product Management | 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](#).

| 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 2400                  | Data Analytics for Business        | 3            |
|                            | Semester total:                    | 3            |
| Semester 4                 | Course Title                       | Credit Hours |
| MGMT 3600                  | Principles of Marketing            | 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           |