

# Marketing Minor

This checklist is based on the current academic catalog and is subject to change. Students should meet with their academic advisor each semester and use Degree Works to monitor their individual progress toward completion of the minor.

At least 12 of the 18 credits must be earned at Commonwealth University.

A minimum of 2.0 cumulative average must be achieved in the courses counted for the Marketing Minor.

## **Curriculum Checklist**

### **REQUIRED COURSES (6 courses – 18 credits)**

\_\_\_ EC 122: Principles of Microeconomics

\_\_\_ MKT 210: Marketing Principles and Practices

\_\_\_ MKT 330: Consumer Behavior

\_\_\_ MKT 340: IMC

\_\_\_ MKT 331: Digital Marketing

\_\_\_ MKT 460: Marketing Management

**Total Credits *Required for the Minor (18 Credits)***

**Campus Locations – Please consult your advisor.**