

Contemporary Marketing Minor

Degree Type Minor

The minor in contemporary marketing prepares students from a variety of majors for work in industry that may include, but is not limited to, advertising, design, digital and social media, marketing, market research, public relations and sales. Through real world applications and examples of traditional marketing functions and the evolving digital marketing environment, students will gain core knowledge and skills in marketing with emphasis in their area of discipline. From growing their own business or freelancing to pursuing a career with a for profit company or not for profit organization, students who graduate with a minor in contemporary marketing will be equipped to demonstrate creativity, sound judgment and successful business principles when reaching their customers.

Requirements:

The minor in contemporary marketing consists of 20 credits. In addition to the core credits, students must elect eight credits, with at least four credits from the 300 or 400 level.

Item #	Title	Credits
BUS 231	Marketing Principles	4.0
BUS 339	Sales and Strategic Marketing	4.0
	BUS 415 or BUS 407	4
	Contemporary Marketing Electives	8