

MARKETING MINOR

The Minor in Marketing for Non-Business Majors provides a general study of Marketing to students in Majors outside of Business. This enables students to gain a core understanding of Marketing without making it the center of their education. Students will learn how to apply marketing concepts through the use of case studies and organizational projects on business as well as non-profit organizations. Students will also gain understanding of consumer behavior, along with the knowledge and tool needed to coordinate marketing elements into integrated campaigns.

A minimum of 18 credit hours is required for the Minor in Marketing for Non-Business Majors.

Code	Title	Hours
BIZ 201	INTRODUCTION TO BUSINESS	3
ECO 211	PRINCIPLES OF MACROECONOMICS	3
MKT 351	MARKETING MANAGEMENT ¹	3
MKT 432 or MKT 448	ADVERTISING ² MARKETING CHANNELS	3
MKT 440	CONSUMER BEHAVIOR ²	3
MKT 450	PERSONAL SELLING ²	3
Total Hours		18

¹ ECO 211 PRINCIPLES OF MACROECONOMICS is a prerequisite for MKT 351 MARKETING MANAGEMENT. Students interested in taking the Minor in Marketing for Non-Business Majors, need to take ECO 211 PRINCIPLES OF MACROECONOMICS before taking MKT 351 MARKETING MANAGEMENT.

² MKT 351 MARKETING MANAGEMENT is a prerequisite for MKT 432 ADVERTISING, MKT 448 MARKETING CHANNELS, MKT 440 CONSUMER BEHAVIOR, and MKT 450 PERSONAL SELLING. Students interested in taking the Minor in Marketing for Non-Business Majors, need to take MKT 351 MARKETING MANAGEMENT before taking the upper level Marketing courses.

Student Learning Outcomes

- Students will demonstrate a solid foundation in applying the financial principles of the time value of money.
- Students will be able to evaluate a large and complex business problem, make some assumptions, structure the firms' cash flows and make a decision.
- Students will demonstrate knowledge and application of various investment instruments
- Students will demonstrate knowledge of risk and returns in evaluation of portfolios performance
- Students will be able to demonstrate how international business activities influence financial decisions.
- Students will develop and demonstrate oral and written communication skills with focus on effectiveness, clarity, and sophistication.
- Students will be able to demonstrate an understanding of the processes involved in ethical decision making in personal, professional and civic life.
- Students will be able to demonstrate an understanding of the dynamics of the global economy.
- Students will be able to demonstrate competency with utilizing information technology.
- Students will be able to develop and strengthen critical thinking skills in conjunction with quantitative analysis.
- To develop an awareness of multiculturalism and diversity understanding.
 - To demonstrate mastery of basic knowledge concerning the importance of cultural values and diversity and the impact these factors have on business organizations.
 - To demonstrate a clear understanding of knowledge of different cultures as they relate to diversity.
- To develop an awareness to recognize the dynamics of the global markets and its impact on global economy.
 - To demonstrate an understanding of the process of making business recommendations after reviewing external and internal industry information.
- To demonstrate the ability to explain how various economic and market outcomes exists and how businesses respond to those nuances.
- To demonstrate competency with utilizing information technology.
 - To demonstrate a competency regarding business productivity software.
 - To demonstrate competency concerning the techniques used in the collection, presentation, manipulation and interpretation of numerical data.