



MINOR IN ENTERTAINMENT MARKETING

Revised 9-23-2014



The Minor in **ENTERTAINMENT MARKETING**, is directed at Arts and Science (CAS) students who have an interest in pursuing employment in the entertainment industry. This minor is NOT available to Marketing majors.

The required courses and electives are listed below:

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|--------------------------|----------------|--|
| <input type="checkbox"/> | ECN 101 | Microeconomics (<i>Microeconomics is a pre-requisite to MKT 201</i>) |
| <input type="checkbox"/> | MKT 201 | Principles of Marketing |
| <input type="checkbox"/> | MKT 202 | Marketing Research |
| <input type="checkbox"/> | MKT 302 | Consumer Behavior |
| <input type="checkbox"/> | MKT 321 | Entertainment Marketing |
| <input type="checkbox"/> | MKT 342 | Entertainment Law |