

MINOR IN MARKETING

Revised 11-13-2013



The Minor in **MARKETING** (MKT) allows HSB students in other majors and Arts and Science students to expand their Marketing skills, whatever their chosen discipline. The **6 courses** listed below are required for a minor in Marketing.

Note that students should follow the suggested course sequence as well as adhere to individual course prerequisites as outlined in the course descriptions in the on-line catalog.

<input type="checkbox"/>	ECN 101	Microeconomics	
<input type="checkbox"/>	MKT 201	Principles of Marketing	<i>Pre-requisite or Co-req: ECN 101</i>
<input type="checkbox"/>	MKT 202	Marketing Research	<i>Pre-requisite: MKT 201</i>
<input type="checkbox"/>	MKT 301	Integrated Mktng Communications	<i>Pre-requisite: MKT 201</i>
<input type="checkbox"/>	MKT 302	Consumer Behavior	<i>Pre-requisite: MKT 201</i>
<input type="checkbox"/>	MKT 401	Marketing Strategy	<i>Pre-requisite: MKT 202, MKT 301, MKT 302</i>