



# MINOR IN SPORTS MARKETING

Confirmed 8-26-2013



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

The required courses and electives are listed below:

- ECN 101**      Microeconomics (*Microeconomics is a pre-requisite to MKT 201*)
- MKT 201**      Principles of Marketing
- MKT 351**      The Business of Sports
- MKT 353**      Sports Marketing

*Plus two upper level Sports Marketing courses*

- MKT 35x**
- MKT 35x**