MARKETING, MINOR

(Code 840-401)

Twenty-four semester credits, as follows:

SPDP Workshops and Major/Minor Combinations [1,2]

Required Courses:		15
ACCT 201	Principles of Accounting I	3
ECON 103	Principles of Microeconomics	3
ECON 104	Principles of Macroeconomics	3
IS 240	Information Systems in Business	3
MKTG 330	Principles of Marketing	3
Marketing Minor Electives - Select from the following:		9
MKTG 331	Buyer Behavior	
MKTG 332	Marketing Communications and Promotion Analysis	
MKTG 334	Marketing Research	
MKTG 335	International Marketing	
MKTG 336	Business Logistics Management	
MKTG 337	Professional Selling	
MKTG 425	Marketing in Service Organizations	
MKTG 432	Retail Management	
MKTG 433	Sales Management	
MKTG 434	Advanced Marketing Analytics	
MKTG 437	Business-to-Business Marketing	

[1]   The Marketing minor DOES NOT COUNT as a second plan when combined with the standard Business Administration major. If you choose to complete this minor you will still need a second major, minor or other certificate in order to satisfy university academic concentration requirements.

[2]   **Student Professional Development Program.** All students pursing a minor in the Department of Management and Marketing must complete the Student Professional Development Workshops. The program is designed to equip students with the skills needed to present themselves in a professional manner during their job search and to other professionals once they enter their chosen careers. **Students are highly encouraged to complete the workshops prior to the end of their third semester on campus. The workshops are prerequisites for a number of 300-level courses in the College of Business Core and need to be completed prior to registration for those courses.**
The program consists of four workshops: Becoming a Business Professional, Professional Appearance, Developing your Professional Profile, and Professional Etiquette. For more information, visit the College of Business website (http://www.uwec.edu/academics/college-business/academic-resources/student-professional-development-program).