MARKETING, MINOR

Minor Requirements

(Code 840-401)

Twenty-four semester credits, as follows:

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<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tr>
<td>SPDP Workshops and Major/Minor Combinations</td>
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Required Courses: 15

ACCT 201 Introduction to Accounting 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 Consumer Behavior
MKTG 332 Integrated Marketing Communications
MKTG 333 Digital Marketing Fundamentals
MKTG 334 Marketing Research
MKTG 335 International Marketing
MKTG 336 Business Logistics Management
MKTG 337 Professional Selling
MKTG 338 Marketing & Sales Analytics
MKTG 339 Social Media Marketing
MKTG 425 Services Marketing
MKTG 432 Retail Management
MKTG 433 Sales Management
MKTG 434 Advanced Marketing Analytics
MKTG 437 Business-to-Business Marketing
MKTG 490 Advanced Sales Topics
MKTG 491 Selected Topics

1 The Marketing minor will not count as a secondary program when combined with the standard Business Administration major. This minor can count as a secondary program when combined with other COB majors. Please see the list of approved major/minor combinations (http://catalog.uwec.edu/undergraduate/business/#academicprogramstext) that satisfy university academic concentration requirements (http://catalog.uwec.edu/undergraduate/graduation-requirements/#header16).

2 Student Professional Development Program. All students pursuing 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 a prerequisite 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: The Business Professional, Professional Image, Professional Etiquette, Professional Networking Event. For more information, visit the College of Business website (http://www.uwec.edu/academics/college-business/academic-resources/student-professional-development-program/).

Program Learning Outcomes

Students completing this program will be expected to meet the following learning outcomes:

- Identify and apply appropriate marketing strategies to a current relevant situation in the marketing environment.
- Identify what is marketing segmentation and the common bases used to segment consumer markets.
- Identify the marketing mix and its associated components.