

MARKETING, MINOR

Minor Requirements

(Code 840-401)

Twenty-four semester credits, as follows:

Code	Title	Credits
SPDP Workshops and Major/Minor Combinations^{1, 2}		
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.** This program requires completion of the four SPDP workshops. 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.