

Marketing minor

2023-2024 catalog

Student Name: _____ **ID Number:** _____

Minor Requirements

- Enrollment in MKT352 requires completion of a statistics prerequisite course, typically one of MIS264, MIS379, DST164, MAT163, SOC362, PSY215, or a statistics course in transfer.

| Term Completed/Planned | Grade | Credit | Course # | Title |
|--|-------|--------|----------|---------------------------------|
| _____ | _____ | 4 | MKT252 | Principles of Marketing |
| _____ | _____ | 4 | MKT352 | Marketing Research and Analysis |
| Complete one (1) of MKT355, MKT357, or MKT359 | | | | |
| _____ | _____ | 4 | MKT355 | Marketing Communications |
| _____ | _____ | 4 | MKT357 | Advertising |
| _____ | _____ | 4 | MKT359 | Digital Marketing |
| Complete two (2) MKT electives, chosen from: | | | | |
| _____ | _____ | 4 | MKT350 | Consumer Behavior |
| _____ | _____ | 4 | MKT354 | Sales Management |
| _____ | _____ | 4 | MKT450 | Marketing Management |
| _____ | _____ | 4 | MKT466 | International Marketing |

Abbreviation Key: ML = Modern Language; SC = Signature Curriculum; EM = Engaging Minneapolis; AE = Augsburg Experience; KC = Senior Keystone Course; NSM = Natural Science & Mathematics - no lab; NSM-L = Natural Science & Mathematics-with lab; SBS = Social & Behavioral Science; FA = Fine Arts; HUM = Humanities

Student's Signature Date

Advisor signature below is only necessary if substitutions/waivers are made to the coursework.

Advisor's Printed Name Signature Date

Advisor(s): By signing, you indicate you have verified the accuracy of the information above. Faculty advisors must initial next to each course substitution/waiver and sign this form.