

NONPROFIT MANAGEMENT MINOR REQUIREMENTS

| Code | Title | Units |
|------------------------------------|--|-------|
| Minor Requirements 21 units | | |
| MARKETNG 311 | PRINCIPLES OF MARKETING | 3 |
| MARKETNG 337 | RETAIL MANAGEMENT | 3 |
| MARKETNG 351 | INTRODUCTION TO DIGITAL MARKETING | 3 |
| MARKETNG 444 | OMNICHANNEL MARKETING | 3 |
| Select 3 units from the following: | | 3 |
| MARKETNG 442 | LOGISTICS | |
| MARKETNG 445 | MARKETING AND RETAIL ANALYTICS | |
| MANGEMNT 320 | HUMAN RESOURCE MANAGEMENT | |
| MARKETNG 493R | INTERNSHIP IN MARKETING-RETAIL MANAGEMENT EMPHASIS | |
| Select 6 units from | | 6 |
| MARKETNG 312 | PRINCIPLES OF SELLING | |
| MARKETNG 350 | INTEGRATED MARKETING COMMUNICATIONS FOR SOCIAL ENTERPRISES | |
| MARKETNG 352 | SOCIAL MEDIA AND INTERACTIVE MARKETING | |
| MARKETNG 353 | ADVANCED DIGITAL MARKETING | |
| MARKETNG 360 | ENTREPRENEURIAL MARKETING | |
| MARKETNG 361 | INTERNATIONAL MARKETING | |
| MARKETNG 370 | EXPERIENTIAL MARKETING | |
| MARKETNG 371 | SPORTS MARKETING | |
| MARKETNG 372 | SERVICES MARKETING | |
| MARKETNG 400 | INNOVATION AND TECHNOLOGY MARKETING | |
| MARKETNG 412 | BUSINESS TO BUSINESS MARKETING | |
| MARKETNG 420 | CONSUMER BEHAVIOR | |
| MARKETNG 431 | SALES MANAGEMENT | |
| MARKETNG 442 | LOGISTICS | |
| MARKETNG 445 | MARKETING AND RETAIL ANALYTICS | |
| MARKETNG 450 | SALES NEGOTIATION AND CONFLICT RESOLUTION | |
| MARKETNG 460 | ENTREPRENEURIAL AND ADVANCED SALES TECHNIQUES | |
| MARKETNG 493 | INTERNSHIP IN MARKETING | |
| MARKETNG 493D | INTERNSHIP IN MARKETING - DIGITAL MARKETING EMPHASIS | |
| MARKETNG 493E | INTERNSHIP IN MARKETING - ENTREPRENEURIAL MARKETING EMPHASIS | |
| MARKETNG 493I | INTERNSHIP IN MARKETING - IMC EMPHASIS | |
| MARKETNG 493S | INTERNSHIP IN MARKETING - SALES EMPHASIS | |
| MARKETNG 493R | INTERNSHIP IN MARKETING-RETAIL MANAGEMENT EMPHASIS | |
| MARKETNG 496 | SPECIAL STUDIES | |
| MARKETNG 497 | EXCHANGE STUDY | |

MARKETNG 498 INDEPENDENT STUDY IN MARKETING

A maximum of 3 units from available Marketing 493 courses count toward the completion of the Marketing Minor.

A maximum of 2 transfer courses and a maximum of 3 units in Special Studies or Independent Study and Correspondence will be allowed.

Total Units 21