

# MARKETING MINOR

Business Administration Division/St. Thomas Aquinas College 2/10

The Division of Business Administration offers an 18 credit minor in Marketing.

## Required Courses (6 Credits)

MKT 102	Principles of Marketing	_____
MKT 211	Consumer Behavior	
	<b>OR</b>	
MKT 203	Fundamentals of Selling	_____

## Electives (12 Credits)

Four courses selected from:

MKT 203	Fundamentals of Selling	_____
MKT 211	Consumer Behavior	_____
MKT 307	Sales Management	_____
MKT 317	Retail Management	_____
MKT 325	International Marketing	_____
MKT 330	Marketing on the Internet	_____
MKT 401	Marketing Management	_____
MKT 406	Marketing Research	_____
MKT 407	Services Marketing	_____
MKT 423	Advertising and Promotion	_____

**Please note that prerequisites may be required for these courses. Please consult the College catalog.**