

MARKETING MINOR

Students must meet all prerequisites to enroll in MKT 3310. Students must complete MKT 3310 (<https://catalog.unomaha.edu/search/?P=MKT%203310>) with a C+ or above in order to take additional marketing courses and to complete the marketing minor. Any course that may be utilized for the marketing major may also be used for the marketing minor, with the exception of MKT 4500 & MKT 3200. A grade of C (2.00) or better is required for a course to apply to the marketing minor and an overall GPA within the minor of 2.5 is required to earn the minor.

Marketing Minor Requirements

| Code | Title | Credits |
|--------------------------------------|---|----------|
| 15 Hours Required | | |
| Complete all of the following | | 9 |
| MKT 3310 | PRINCIPLES OF MARKETING | |
| ECON 2200 | PRINCIPLES OF ECONOMICS (MICRO) | |
| MKT 4340 | MARKETING RESEARCH | |
| Select 2 of the Following | | 6 |
| MKT 3100 | PROFESSIONAL SELLING | |
| MKT 3320 | CONSUMER BEHAVIOR | |
| MKT 3340 | OMNI CHANNEL MARKETING | |
| MKT 3350 | MARKETING SERVICE PRODUCTS | |
| MKT 3360 | DIGITAL MARKETING COMMUNICATIONS | |
| MKT 3370 | SOCIAL MEDIA MARKETING | |
| MKT 3380 | INTERNATIONAL MARKETING | |
| MKT 3400 | MARKETING INNOVATION | |
| MKT 3410 | INTRODUCTION TO SUPPLY CHAIN MANAGEMENT | |
| MKT 3600 | BUSINESS ETHICS | |
| MKT 3610 | BUSINESS TO BUSINESS MARKETING | |
| MKT 4000 | SPECIAL TOPICS IN MARKETING | |
| MKT 4200 | CONSULTATIVE SELLING PRINCIPLES | |
| MKT 4210 | SELLING FINANCIAL SERVICES | |
| MKT 4220 | GLOBAL STRATEGIC ACCOUNT MANAGEMENT | |
| MKT 4300 | MARKETING MANAGEMENT | |
| MKT 4320 | SALES MANAGEMENT | |
| MKT 4360 | E-MARKETING | |
| MKT 4370 | MARKETING ANALYTICS | |
| MKT 4420 | BUSINESS DEMOGRAPHICS | |
| MKT 4510 | MARKETING INTERNSHIP | |
| MKT 4720 | INNOVATION VENTURES | |
| MKT 4800 | HONORS STUDIES IN MARKETING | |
| MKT 4760 | SELLING IN AN ENTREPRENEURIAL CONTEXT | |