

Minor in Marketing

Program Requirements

All minors must contain at least 3 unduplicated credit hours.

A minor in marketing is available to any student whose major field or area of emphasis is outside of marketing. A minor in marketing consists of:

Course	Title	Hours
MKT 300	Marketing	3
MKT 405	Consumer Behavior	3
Select 9 credit hours of upper-division marketing courses from the following		9
MKT 403	Marketing Research	
MKT 404	Innovations in Retailing	
MKT 407	Mastering the Service Experience: Blueprinting Service Success	
MKT 601	International Marketing	
MKT 607	Brand Planning and Promotion	
MKT 608	Selling and Sales Force Management	
MKT 609	Strategic Marketing Management	
Total Credit Hours		15

Minors in marketing must complete MKT 300 with a C+ or better to continue in the minor. Co-op credits may not be counted toward the minor. At least 9 credit hours must be taken at WSU with a minor GPA of 2.250 or better.