Minor in Marketing

Missouri University of Science and Technology

Department of Business and Information Technology

Name:	_		Student ID:			
Major Field:		Advisor:				
Expected graduation term:		Today's date:				
Courses selected for minor program: (Advisor must enter and initial any course substitutions)						
Course Title		Number	Cr. Hrs.	Semester	Grade	
Required core cou	rse:					
Marketing			MKT 3110	3		
Choose one of the following courses:						
Principles of Microeconomics			ECON 1100	3		
Principles of Macroeconomics			ECON 1200	3		
Choose three of the following courses:						
Consumer Behavior			MKT 3210	3		
Marketing Strategy			MKT 4580	3		
Digital Marketing and Promotions			MKT 5310	3		
Marketing for Non-Profits			MKT 5320	3		
Big Data Consumer Analytics			MKT 5410	3		
Customer Relationship Management in ERP Environment			t ERP 4610	3		
Signature (Student):				Date	e:	
Signature (BIT Advisor):				Date	e:	

Signature (Dept. Chair) _____ Date: ____