|  |  |  |  |
| --- | --- | --- | --- |
| 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 course:** |
| 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 | ERP 4610 | 3 |  |  |