Minor in Marketing

Missouri University of Science and Technology
Department of Business and Information Technology

Name: _____ Student ID: _____

Local Address: _____

_____

Major Field: _____ Major Advisor: _____

Expected graduation term: _____ Today's date: _____

Courses selected for minor program:

(minor advisor must initial any courses requiring special permission and any substitutions for courses planned)

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		
The Inclusive Workplace	BUS 1414	3		
Choose three of the following courses:				
Consumer Behavior	MKT 3210	3		
Marketing Strategy	MKT 4580	3		
Customer Focus and Satisfaction	BUS 5150 MKT 5150	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		

*****Please submit form only after the courses for the minor have been completed or are in progress*****

Signature (Student): _____ Date: _____

Signature (Minor Advisor): _____ Date: _____

Signature (Dept. Chair) _____ Date: _____

Reviewed 09/16/2020