

# Minor in Marketing

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

PLEASE RETURN COMPLETED FORM TO MINOR DEPARTMENT

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
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### Required core course:

Course Title	Number	Cr. Hrs.	Semester	Grade
Marketing	MKT 3110	3		

### Choose one of the following courses:

Course Title	Number	Cr. Hrs.	Semester	Grade
Principles of Microeconomics	ECON 1100	3		
Principles of Macroeconomics	ECON 1200	3		

### Choose three of the following courses:

Course Title	Number	Cr. Hrs.	Semester	Grade
Consumer Behavior	MKT 3210	3		
Customer Focus and Satisfaction	BUS 4150 MKT 4150	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		

Signature (Student): \_\_\_\_\_ Date: \_\_\_\_\_

Signature (Minor Advisor): \_\_\_\_\_ Date: \_\_\_\_\_

Signature (Dept. Chair) \_\_\_\_\_ Date: \_\_\_\_\_