

MARKETING FOR NON-BUSINESS MAJORS MINOR

Students must meet all prerequisites to enroll in MKT 3310. Students must complete MKT 3310 ([https://catalog.unomaha.edu/search/?P=MKT %203310](https://catalog.unomaha.edu/search/?P=MKT%203310)) with a C+ or above in order to take additional marketing courses and to complete the marketing minor. At least one of the courses must be MKT 4300 or MKT 4340. Any course that may be utilized for the marketing concentration may also be used for the marketing minor, with the exception of MKT 4500 & MKT 3200. A grade of C (2.00) or better is required for a course to apply to the marketing minor and an overall GPA within the minor of 2.5 is required to earn the minor.

Marketing for Non-Business Majors Minor Requirements

Code	Title	Credits
15 Hours Required		
All of the Following		6
MKT 3310	PRINCIPLES OF MARKETING	
ECON 2200	PRINCIPLES OF ECONOMICS (MICRO)	
Select 1 of the Following		3
MKT 4300	MARKETING MANAGEMENT	
MKT 4340	MARKETING RESEARCH	
Select 2 of the Following		6
MKT 3320	CONSUMER BEHAVIOR	
MKT 3340	OMNI CHANNEL MARKETING	
MKT 3350	MARKETING SERVICE PRODUCTS	
MKT 3360	DIGITAL MARKETING COMMUNICATIONS	
MKT 3370	SOCIAL MEDIA MARKETING	
MKT 3380	INTERNATIONAL MARKETING	
MKT 3400	MARKETING INNOVATION	
MKT 3410	INTRODUCTION TO SUPPLY CHAIN MANAGEMENT	
MKT 3600	BUSINESS ETHICS	
MKT 3610	BUSINESS TO BUSINESS MARKETING	
MKT 4000	SPECIAL TOPICS IN MARKETING	
MKT 4200	CONSULTATIVE SELLING PRINCIPLES	
MKT 4210	SELLING FINANCIAL SERVICES	
MKT 4220	GLOBAL STRATEGIC ACCOUNT MANAGEMENT	
MKT 4320	SALES MANAGEMENT	
MKT 4360	E-MARKETING	
MKT 4370	MARKETING ANALYTICS	
MKT 4420	BUSINESS DEMOGRAPHICS	
MKT 4510	MARKETING INTERNSHIP	
MKT 4720	INNOVATION VENTURES	
MKT 4800	HONORS STUDIES IN MARKETING	
MKT 4760	SELLING IN AN ENTREPRENEURIAL CONTEXT	