Marketing
MINOR
Marketing Minor

A 27-credit minor that gives students an overview of marketing principles and practices. The minor is available to all College of Business students except those majoring in marketing. Students selecting this minor must satisfy the College of Business admission requirements prior to enrollment in 300-400 numbered business courses. A student also completing a major in the College of Business must complete 12 credits that are unique to this minor; Econ 103, 104, and Math 246 will not count as unique credits for this minor.

Minor Core

- Acct 201 Principles of Accounting I
- Acct 202 Principles of Accounting II
- Econ 103 Principles of Microeconomics
- Econ 104 Principles of Macroeconomics
- IS 240 Information Systems in Business

Required Course

- Mktg 330 Principles of Marketing

Elective Courses

- 9 credits from the following courses: Mktg 331, 332, 334, 335, 336, 337, 425, 432, 433, 437

*See the university catalog for course requirements and restrictions.

Questions? Contact

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