Marketing
MINOR
Marketing Minor

A 24-credit minor that gives students an overview of marketing principles and practices. The Marketing minor DOES NOT COUNT as a second plan when combined with the standard Business Administration major or any Marketing comprehensive major (Marketing, Marketing Analytics emphasis, Professional Sales emphasis). If you choose to complete this minor you will still need a second major, minor or other certificate in order to satisfy university academic concentration requirements.

Required Courses (15 credits)
- Acct 201 Principles of Accounting I
- Econ 103 Principles of Microeconomics
- Econ 104 Principles of Macroeconomics
- IS 240 Information Systems in Business
- Mktg 330 Principles of Marketing

Marketing Minor Electives (9 credits from the following)
- Mktg 331 Buyer Behavior
- Mktg 332 Marketing Communications and Promotion Analysis
- Mktg 334 Marketing Research
- Mktg 335 International Marketing
- Mktg 336 Business Logistics Management
- Mktg 337 Professional Selling
- Mktg 425 Marketing in Service Organizations
- Mktg 432 Retail Management
- Mktg 433 Sales Management
- Mktg 434 Advanced Marketing Analytics
- Mktg 437 Business-to-Business Marketing

Student Professional Development Program
All students pursing a minor in the Department of Management and Marketing must complete the Student Professional Development Workshops. The program consists of four workshops: Becoming a Business Professional, Professional Appearance, Developing your Professional Profile, and Professional Etiquette.

*See the university catalog for course requirements and restrictions.

Questions? Contact
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