

# MARKETING MINOR

## Innovation and Entrepreneurship

Please see complete information on all of the requirements (<https://coursecatalog.plymouth.edu/undergraduate-programs/minors/>) to earn a minor at Plymouth State University.

## MARKETING, Minor (16 credits)

The Marketing minor is designed to provide non-marketing majors with a fundamental understanding of key marketing concepts, strategies, and tactics. The minor allows students to select from a wide range of marketing courses, allowing students to craft a plan of study best suited to their needs.

Course	Title	Credits
<b>Minor Requirements - Level 1</b>		
BUS 1100	Introduction to Marketing and Sales	4
<b>Minor Electives - Level 2</b>		
Choose two from the following:		8
MKT 3120	Marketing Research and Consumer Insights (QRCO)	
MKT 3130	Digital Marketing	
MKT 3140	Creating Effective Marketing Content	
MKT 4120	Impact Marketing	
MKT 4230	Marketing Management	
<b>Minor Electives - Level 3</b>		
Choose one from the following:		4
BUS 4620	Business Internship	
ENT 3030	Social Entrepreneurship	
MKT 3120	Marketing Research and Consumer Insights (QRCO)	
MKT 3130	Digital Marketing	
MKT 3140	Creating Effective Marketing Content	
MKT 3210	Event Planning and Marketing	
MKT 3230	Public Relations	
MKT 3450	Sports Marketing and Sales	
MKT 3500	Special Topics in Marketing	
MKT 4120	Impact Marketing	
MKT 4200	Advanced Digital and Social Media Marketing	
MKT 4230	Marketing Management	
MKT 4850	Plymouth Marketing and Design Agency	
SAL 3280	Professional Selling Skills I	
<b>Total Credits</b>		<b>16</b>