



2023-2024 Catalog

Market Analysis

Minor

Program

General Business

Total Credits 18

Marketing Course Requirement

Complete all of the following courses.

Item #	Course Title	Credits
☐ MKTG 3343	Principles of Marketing	3
☐ MKTG 4330	Marketing Measurement & Analytics	3

MKTG 4330 Prerequisites: MKTG 3343 and MATH 3332, MATH 2435 OR PSYC 3433

Marketing Electives

Complete four of the following courses.

Item #	Course Title	Credits
☐ MKTG 3344	Marketing Applications	3
☐ MKTG 3345	Consumer Behavior	3
☐ MKTG 3346	Advertising and Integrated Marketing Communications	3
☐ MKTG 3351	Marketing Research	3
☐ PSYC 4434	Experimental Social Psychology	4

MKTG 3344 Prerequisites: MKTG 3343

MKTG 3346 Prerequisite: MKTG 3343

MKTG 3351 Prerequisites: MATH 1353, 3332; MKTG 3343