

2025-2026
Minor in Marketing
(18 Credit Hours)



Required Courses

☐ MKTG 3313 Principles of Marketing

Student will select nine (9) from the following:

☐ MKTG 3113 Consumer Behavior

☐ MKTG 3213 Event Marketing

☐ MKTG 3423 Integrated Marketing Communications

☐ MKTG 3813 Professional Selling

☐ MKTG 4113 Sports Marketing

☐ MKTG 4213 Retail Management

☐ MKTG 4413 Marketing Research

Electives

Students will select an additional six (6) hours from Accounting, Business Administration, or ITM upper-level courses.

☐ _____

☐ _____

Special Requirements

At least three (3) hrs of upper division coursework from ECU must be applied toward the minor.