

MARKETING/MANAGEMENT MINOR

Offered by Department of Marketing, Agribusiness, and Supply Chain Management (<http://catalog.unk.edu/undergraduate/departments-programs/marketing-agribusiness-supply-chain-management/>)

Code	Title	Credit Hours
Requirements		
MKT 300	Principles of Marketing	3
MGT 301	Principles of Management	3
Electives		
Select 6 of the following:		18
MKT 331	Professional Selling	
MKT 336	Services Marketing	
MKT 420	Retail Management	
MKT 430	International Marketing	
MKT 434	Business-to-Business Marketing	
MKT 435	Marketing Research	
MKT 437	Sales Management	
MKT 438	Consumer Behavior	
MKT 440	Advertising Management	
MKT 444	Person Marketing	
MKT 450	Pharmaceutical Marketing	
MKT 457	E-Marketing	
MKT 460	Strategic Product Management	
MKT 474	International Experiential Learning: Marketing	
MKT 498	Marketing Topics	
MGT 314	Operations and Supply Management	
MGT 330	International Management	
MGT 355	Organizational Behavior	
MGT 380	Human Resource Management	
MGT 401	Small Business Management	
MGT 409	Leadership: Skills, Applications, Research	
MGT 415	Quality Management Concepts & Practice	
MGT 498	Management Topics	
BSAD 295	Business Communications	
SCM 317	Principles of Supply Chain Management	
CYBR 302	Principles of Management Information Systems	
Total Credit Hours		24