# 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/](http://catalog.unk.edu/undergraduate/departments-programs/marketing-agribusiness-supply-chain-management/))

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT 300</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MGT 301</td>
<td>Principles of Management</td>
<td>3</td>
</tr>
</tbody>
</table>

**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