# 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/)

<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>
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</tbody>
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## 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