

MINOR IN MARKETING

FOR ALL NON-BUSINESS & BUSINESS MAJORS



PREPARING YOU TO RELATE MARKETING ACTIVITIES TO CONSUMER & BUSINESS INTERACTIONS

Available to all undergraduate students in any non-business and business major, the **Marketing Minor** will offer you exposure to a very dynamic and vital portion of our employment and economic landscape - the execution of marketing strategies.

- + Develop and deliver products and services.
- + Apply the knowledge and skills gained from your major with the realities of consumer and business markets.
- + Engage in the execution of marketing strategies for small to large and private to government entities.

MINOR REQUIRED COURSES: 12 HRS

BUS 3100 Survey of Marketing Principles
or BUS 3470 Principles of Marketing
MAR 3720 Consumer Behavior
MAR 3875 Retail Management
MAR 4470 Professional Sales

* check course catalog for prerequisites

MINOR ELECTIVE COURSES: 6 HRS



To complete the Marketing Minor, students will take two additional courses approved as electives, one of which must have the **MAR** prefix. Scan the QR code for a list of electives in the course catalog.

MARKETING ELECTIVES

MAR 3490
 MAR 3560
 MAR 3780
 MAR 4100
 MAR 4400
 MAR 4480
 MAR 4490

NON MARKETING ELECTIVES

MIS 3530 JOU 3501
 ENT 3500 JOU 3820
 CMN 3100 JOU 3920
 CMN 3270
 CMN 3560
 CMN 3710
 PSY 3870

QUESTIONS? CONTACT:

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