

MANAGEMENT • MARKETING

Management

Minor

MINOR	
Hours Required in Management:	18
Total Hours Required:	18

Coordinator:

Dr. Michael Monahan
Chair, Department of Management

- Only courses in which a grade of C or better is earned may count towards satisfaction of minor requirements.
- The Department of Management also offers concentrations in general management, human resource management and small business/ entrepreneurship as specialties in the business administration major. Concentrators in these areas cannot minor in management.
- You cannot major in Management.

Summary of Requirements for Minor in Management

1. Required Courses: (6 hours)

- MGMT 251 Management of Organizations
- MGMT 405 Business Ethics and Social Responsibility

2. Elective Courses: (12 hours)

Select from:

- MGMT 315 New Business Ventures
- MGMT 355 Operations Management
- MGMT 356 Leadership and Human Behavior
- MGMT 357 Human Resources Management
- MGMT 359 Quality Management
- MGMT 425 Entrepreneurial Business Plan
- MGMT 450 International Management
- MGMT 452 Staffing and Development
- MGMT 456 Compensation Management
- MGMT 457 Labor Relations
- MGMT 490 Special Topics in Business Administration – Management
- MGMT 494 Internship in Management (6 credits maximum)

Marketing

Minor

MINOR	
Hours Required in Marketing:	18
Total Hours Required:	18

Coordinator:

Dr. Carol Gaumer
Chair, Department of Marketing and Finance

- Only courses in which a grade of C or better is earned will count towards satisfaction of minor requirements.
- Not open to students completing the marketing concentration in the business administration major.
- You cannot major in Marketing.

Summary of Requirements for Minor in Marketing

1. Required Courses: (6 hours)

- MKTG 361 Principles of Marketing
- MKTG 366 Consumer Behavior

2. Elective Courses: (12 hours)

Select four of the following:

- MKTG 363 Advertising
- MKTG 364 Merchandising
- MKTG 365 Professional Selling and Relationship Management
- MKTG 460 Global Marketing
- MKTG 465 Marketing Strategies
- MKTG 466 Services Marketing
- MKTG 467 Internet Marketing