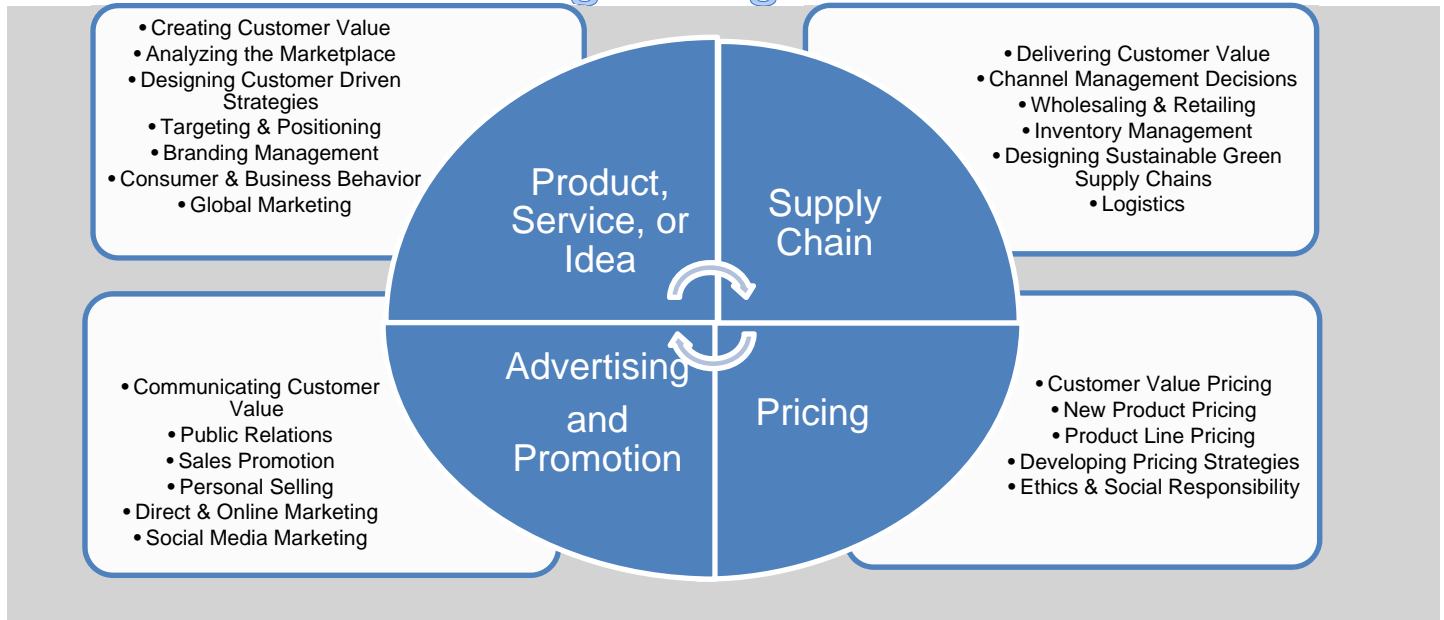


Marketing Management Minor - Department of Marketing and Supply Chain Management

The Marketing Minor provides a student with an understanding of creating and building customer value for a company. The minor also gives a student the insight of developing and communicating a competitive advantage for a company; students will obtain a deeper understanding of any company's mission.

Marketing Management Minor



For students with a major outside of the Fogelman College of Business: 18 total hours required

Required Courses (12 hours)

MKTG 2610- Introduction to Supply Chain Management
MKTG 3010- Principles of Marketing
MKTG 3012- Consumer Behavior
MKTG 3140- Advertising/Sales Promotion

Elective Courses (Six hours, choose two below)

For students within the Fogelman College of Business: 12 total hours required

Required Courses (Nine hours)

MKTG 2610, 3012, and 3140

Elective Courses (Three hours, choose one below)

Choices of Elective Courses:

MKTG 3320- Retailing Fundamentals (Prerequisite: MKTG 3010)
MKTG 3410- Consultive Selling
MKTG 3620- Global Logistics Management (Prerequisite: MKTG 2610)
MKTG 3650- Strategic Sourcing and Purchasing (Prerequisite: MKTG 2610)
MKTG 4230- Services Marketing
MKTG 4470- Negotiation Skills
MKTG 4530- International Marketing (Prerequisite: MKTG 3010)
MKTG 4920-29- Special Topics in Marketing (Permission of Dept. Chair)

For more information, please contact the Department Chair, Dr. Marla Stafford (mstaffrd@memphis.edu)