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.

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)**
- 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 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)**
- 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)