

SPORTS MARKETING - UNDERGRADUATE MINOR

Requirements

MKTG 303	Principles of Marketing	3
MKTG 313	Retail Management	3
MKTG 354	Sports Marketing	3
Additional MKTG courses		3
Additional credits from any College of Business prefix (including MKTG)		6
Total Credits		18

1. As soon as you consider a minor in Marketing, visit the Department of Marketing, Business Complex, room 209 to arrange a consultation with a Marketing Faculty member for guidance and a suggested plan of study for the minor.
2. All courses must be upper-division (300 level or above).
3. A cumulative grade point average of 2.0 for the 18 credits must be earned.
4. At least 12 credits for the minor must be completed at NMSU.
5. This minor is not open to majors in the Bachelor of Individualized Studies and the Bachelor of Applied Studies.