



Marketing Minor

The Marketing minor is designed to meet the requirements to teach marketing as set forth by the ND Department of Career & Technical Education. Students seeking CTE certification must take BUSI 490 Methods and Materials for Teaching Business Subjects, CTE 431 History, Philosophy and Practices of Career and Technical Education, CTE 432 Work Based Learning, and CTE 434 Leadership in Career and Technical Student Organizations.

MRKT 405	Retailing
MRKT 414	Social Media Management
Total Credits	24

Teaching

Code	Title	Credits
Required Courses		
MGMT 302	Principles of Management	3
MRKT 301	Principles of Marketing	3
MRKT 310	Digital Marketing	3
MRKT 375	Consumer Behavior	3
MRKT 415	Marketing Research	3
Teaching Electives		
Required Courses		
BUSI 490	Methods and Materials for Teaching Business Subjects	3
CTE 434	Leadership in Career and Technical Student Organizations	3
Directed Electives		
Select 3 hours from the following:		3
ART 115	Introduction to Digital Media	
CTE 431	History, Philosophy and Practices of Career and Technical Education	
CTE 432	Work Based Learning	
COMM 314	Public Relations	
ENGL 420	Writing for the Web	
MRKT 340	Professional Sales	
MRKT 370	Advertising and Promotions	
MRKT 405	Retailing	
MRKT 414	Social Media Management	
Total Credits		24

Non-Teaching

Code	Title	Credits
Required Courses		
MGMT 302	Principles of Management	3
MRKT 301	Principles of Marketing	3
MRKT 310	Digital Marketing	3
MRKT 370	Advertising and Promotions	3
MRKT 375	Consumer Behavior	3
MRKT 415	Marketing Research	3
Directed Electives		
Select 6 hours from the following:		6
ART 115	Introduction to Digital Media	
COMM 314	Public Relations	
ENGL 420	Writing for the Web	
MRKT 340	Professional Sales	