

# MARKETING MINOR

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## Contact

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## Mission

Graduates of this program will develop skills continually in demand driven by the evolving needs of businesses to connect with customers in an increasingly digital and global marketplace. Effective marketing strategies are crucial for business growth and success, innovation, and competitiveness, and supports entrepreneurship. The skills learned in this program will allow students to quickly and effectively enter into supporting and leadership roles within the industry.

## Transfer Credit

See Undergraduate Admissions (<https://catalog.une.edu/undergraduate/admissions/>) for more information.

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## Financial Information

Tuition and fees for subsequent years may vary. Other expenses include books and housing. For more tuition and fee information, please consult this catalog's Financial Information (<https://catalog.une.edu/undergraduate/financial-information-undergraduate-programs/>) section.

## Curricular Requirements

Code	Title	Hours
<b>Program Required Courses</b>		
BUMK 200	Marketing	3
BUMK 303	Non Profit Marketing	3
or BUMK 320	Retail Marketing	
BUMK 310	Advertising	3
or BUMK 305	Consumer Behavior	
BUMK 335	Global Marketing	3
BUMK 350	Social Media Marketing Strategy	3
One 300- or 400-level elective with BUMK prefix		3
<b>Total Hours</b>		<b>18</b>