

Marketing, Minor

The Marketing Department offers students three different tracks in the marketing minor, each providing a theoretical and in-depth professional preparation in the field. The first is the Marketing Management track, which provides a broad base of experiential classes and the most flexibility in scheduling for employed students. The second is the Digital Marketing track, which provides courses in internet marketing, social media, and web analytics. The newest track is Professional Selling, which prepares students for a career in sales with courses in personal selling, sales management, and sales analytics. Whichever track is chosen, a professional internship is highly encouraged.

Program Requirements

Code	Title	Credit Hours
Total Credit Hours		18
Discipline Core Requirements		18
		Credits
MGMT 2400	Data Analytics for Business	3
MKTG 3600	Principles of Marketing	3
MKTG 4600	Customer Experience	3
MKTG 3650	Professional Selling	3
MKTG 3660	Digital Marketing	3
MKTG 3700	Fundamentals of Product Management	3

Graduation Plan

This graduation plan is a sample plan and is intended to be a guide. Your specific plan may differ based on your Math and English placement and/or transfer credits applied. You are encouraged to meet with an advisor and set up an individualized graduation plan in Wolverine Track (<http://www.uvu.edu/wolverinetrack/>).

First Year

Semester 1	Credit Hours
Major Courses and Generals	
	0

Semester 2

Major Courses and Generals	
	0

Second Year

Semester 3	Credit Hours
MGMT 2400	Data Analytics for Business
	3
	3

Semester 4

MKTG 3600	Principles of Marketing
	3
	3

Third Year

Semester 5	Credit Hours
MKTG 3650	Professional Selling
	3
	3

Semester 6

MKTG 4600	Customer Experience
	3
	3

Fourth Year

Semester 7	Credit Hours
MKTG 3660	Digital Marketing
	3
	3

Semester 8

MKTG 3700	Fundamentals of Product Management
	3
	3
	18

Program Learning Outcomes

1. Analyze quantitatively and qualitatively market conditions for insights that inform marketing strategy, campaigns, and plans.
2. Develop an effective marketing plans that accounts for customer differences and preferences, competition, and the impact of other relevant market factors.
3. Improve a customer solution through the effective use of product management best practices.
4. Recommend digital marketing campaign improvements in the areas of digital advertising and social media.
5. Demonstrate an effective sales approach using customer-centric sales principles.