

# SIMPSON COLLEGE

# MARKETING

## MARKETING MINOR

Students will complete five courses as follows:

### REQUIRED:

- Magt 131 Management Concepts
- Mktg 234 Marketing

### CHOOSE 3 COURSES FROM THE FOLLOWING:

- Mktg 305 Sales and Sales Management
- Mktg 336 International Marketing
- Mktg 338 Innovation, Entrepreneurship and New Product Marketing
- Mktg 341 Advertising
- Mktg 342 Buyer Behavior
- Mktg 370 Marketing Research