

# SPECIAL EVENTS MARKETING MINOR

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## Minor Requirements

Code	Title	Credits
<b>Required Courses</b>		
MAR 201	Principles of Marketing	3
MAR 221	Advertising Strategy & Creative	3
MAR 342	Public Relations	3
MAR 363	Special Events Marketing for Arts, Entertainment and Sports	3
<b>Marketing Elective</b>		
Select one of the following: <sup>1</sup>		3
MAR 222	Marketing Research	
MAR 343	Direct Marketing	
MAR 349	Strategic Digital Marketing	
MAR 394	Marketing Internship	
<b>Total Credits</b>		<b>15</b>

<sup>1</sup> The courses listed below are recommended. Other marketing courses may be taken to satisfy this requirement.