

**MARKETING APPLICATIONS MINOR
COLLEGE OF BUSINESS - THE UNIVERSITY OF WEST FLORIDA**

Student Name _____ Student Number _____

Phone No. _____ E-Mail _____

Catalog Year _____ Major _____

Department Web Site: uwf.edu/market _____ Minor Declared _____

The Minor in Marketing Applications is designed for and only available to non-business majors. The Marketing Applications Minor requires completion of 15 sh with a grade of **AC@ or greater in each of the five courses. At least 12 semester hours must be upper division and at least 9 upper division semester hours must be completed at UWF.**

MINOR REQUIREMENTS (15 Hours)

	Hours	Term	Grade	Inst.
MAR 3023 Marketing Fundamentals	3	_____	_____	_____

Choose four: (12 sh)

MAR 3370 Information Sources for Business Decisions	3	_____	_____	_____
MAR 3503 Consumer Behavior	3	_____	_____	_____
MAR 4231 Retail Management	3	_____	_____	_____
MAR 4324 Integrated Marketing Communications: Principles	3	_____	_____	_____
MAR 4333 Integrated Marketing Communications: Management	3	_____	_____	_____
MAR 4403 Sales Management	3	_____	_____	_____
MAR 4412 Professional Selling Methods	3	_____	_____	_____
MAR 4721 Internet Marketing Principles	3	_____	_____	_____
MAR 4728 High Tech Marketing Strategy	3	_____	_____	_____
MAR 4842 Professional Services Marketing	3	_____	_____	_____
MAR 3860 Customer Relationship Management	3	_____	_____	_____
MAR 3202 Supply Chain Logistics	3	_____	_____	_____
TRA 3153 Strategic Transportation Management	3	_____	_____	_____
MAR Elective 3/4000 Upper Level	3	_____	_____	_____

(Check with Marketing Applications Advisor)

Total UWF Minor Requirements _____

Student Signature _____ Date _____

Advisor Signature _____ Date _____

**Fall 2002
Rev. Fall 2006, Fall 2008**