

Minor in Marketing

About This Program

The Marketing Minor provides students with a focused foundation in contemporary marketing practices and strategic customer engagement. Designed for students seeking to complement their major with expertise in market analysis, consumer behavior, sales, and professional communication, the minor emphasizes both analytical and applied skills essential for success in today's competitive business environment.

Competencies

1. Upon completion, students will be able to apply foundational marketing concepts to assess market opportunities, identify target audiences, and design cohesive, strategic marketing plans.
2. Upon completion, students will be able to evaluate consumer behavior and market data to inform strategic decision-making and recommend evidence-based marketing actions.
3. Upon completion, students will be able to demonstrate professional communication and consultative selling skills through the development and presentation of persuasive marketing and sales solutions.

Curriculum

Foundations

MARK 3321	PRINCIPLES OF MARKETING	3
BCOM 3360	EFFECTIVE BUSINESS COMMUNICATION	3
SALES 3322	CONSULTATIVE SELLING	3
MARK 3324	CONSUMER BEHAVIOR	3

Electives

Select one Marketing course numbered 3000 or higher.	3
Select one Marketing, Sales, or Business Communication course numbered 3000 or higher.	3

Total Hours	18
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Program Completion

The College of Business:

- Requires half of the course work for a minor in business be completed in residence at UT Arlington. For an 18-hour minor requirement, this would require a minimum of 9 hours of business course work at UT Arlington.
- Requires a grade of C or better in all minor requirement courses.
- Will not use vocational and technical courses (including WECM courses) toward any business minor.

Advising Resources

Freshmen students will meet with advisors in the University Advising Center for at least one semester before transitioning to the College of Business.

Location:

College of Business, Suite 107

Email:

ugadvise@uta.edu

Phone:

817-272-3368

Web:

College of Business Undergraduate Advising (<https://www.uta.edu/academics/schools-colleges/business/undergraduate-advising/>)