



UNIVERSITY OF
ST. THOMAS

Minor in Market Analysis
2018-2020 Catalog

| Minor Requirements (18 credit hours) | | Complete | Needed |
|---|--|-----------|--------|
| Marketing (6 credit hours) | | | |
| <input type="checkbox"/> MKTG 3343 – Principles of Marketing <input type="checkbox"/> MKTG 4330 – Marketing Measurement and Analytics | | | |
| Marketing Electives (12 credit hours) Choose four from the following: | | | |
| <input type="checkbox"/> MKTG 3345 – Consumer Behavior <input type="checkbox"/> MKTG 3344 – Marketing Applications <input type="checkbox"/> MKTG 3346 – Advertising and Integrated Marketing Communications <input type="checkbox"/> MKTG 3351 – Marketing Research <input type="checkbox"/> PSYC 4434 – Experimental Social Psychology | | | |
| Total | | Completed | Needed |
| Total for program: | | | |

TOTAL: 18