

Anderson Schools of Management Undergraduate Program

Minor in Marketing Management

Students interested in adding a Minor in Marketing Management should meet with the advisor in their major college to declare the minor and have it added to the degree plan. Students interested in obtaining a Minor concentration in Management **must complete 18 hours** with a “C-” or better from the following two categories:

CATEGORY ONE: *Students must complete the following 9 credit hours:*

- ENGL 102: Composition II: Analysis and Argument
- ECON 106*: Introductory Microeconomics
- MGMT 322: Marketing Management

Please note: Students majoring in Economics will **not be allowed to include economics courses in their Minor in Marketing Management.*

CATEGORY TWO: *Choose nine hours from the following management courses.*

Each student should consult with the Marketing faculty advisor to choose Marketing courses. Please note that not all Marketing courses are offered each semester. Marketing courses include:

- MGMT 433: Management of Service Operations
- MGMT 435: Marketing Strategy
- MGMT 480: Buyer Behavior
- MGMT 481: Marketing Research I
- MGMT 483: International Marketing
- MGMT 484: Sales Management
- MGMT 485: Retailing Management
- MGMT 486: Logistics Systems Management
- MGMT 487: Promotion Management
- MGMT 488: Materials and Supply Chain Management
- MGMT 489: Marketing of Services
- Some MGMT 490 special topics offerings.

(Please consult the UNM catalog for course descriptions and pre-requisites.)

WORKSHEET ON OTHER SIDE

Minor In Marketing Management Worksheet

Please track your progress using this worksheet.

Students interested in obtaining a Minor concentration in Marketing Management **must complete 18 hours** with a “C-” or better from the following:

CATEGORY ONE – 9 credits from the following:

	Grade:	Credits:
ENGL 102	_____	_____
ECON 106	_____	_____
MGMT 322	_____	_____

CATEGORY TWO - 9 hours from Marketing Management courses:

	Grade:	Credits:
MGMT ____	_____	_____
MGMT ____	_____	_____
MGMT ____	_____	_____

TOTAL CREDIT HOURS _____

(must equal 18)