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.)*
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:**

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<th>Course</th>
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<td>MGMT 322</td>
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**CATEGORY TWO - 9 hours from Marketing Management courses:**

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**TOTAL CREDIT HOURS**

(must equal 18)