

**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](http://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 "C" or greater in each of the five courses. At least 12 semester hours must be upper division and at least 9 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 Systems 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 4701 Professional Selling Methods	3	_____	_____	_____
MAR 4721 Internet Marketing: Principles	3	_____	_____	_____
MAR 4842 Professional Services Marketing	3	_____	_____	_____
MAR 4880 Internet Marketing: 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 \_\_\_\_\_

Rev. Fall 2006