

Minor

Marketing-Marketing
Insights & Innovation
Minor

Marketing-Marketing Insights & Innovation Minor

MKTG 311	Marketing Principles and Problems *	3
MKTG 317	New Product Planning and Commercialization	3
MKTG 319	Artificial Intelligence (AI) in Digital Marketing Management	3
MKTG 407	Marketing Research	3
Select one of the following:		3
MKTG 460	Web Analytics	
MKTG 475	Marketing Insights	
Total Credit Hours		15

* A grade of C or better is required in MKTG 311 as a prerequisite to upper-level MKTG courses.

For completion of a minor, a student must have a minimum overall cumulative grade point average of 2.00 in all courses specified as a requirement for the minor exclusive of prerequisite courses. In addition, a grade of C- or better is required in all marketing courses counted toward the minor. A minimum of six hours in upper-level courses in the minor must be taken through courses offered by Old Dominion University.