

**MARKETING MINOR**  
**Scheduling Plan for Marketing Classes**

MK 331 Marketing Principles is offered each term. Other courses required for the marketing minor are offered on alternating terms as indicated in the table below. Adjustments to this plan will be made as necessary.

	MK 331 Principles	MK 333 Advertising	MK 336 Consumer Behav.	MK 431 Mktg. Research	MK 432 Retailing	MK 433 Mktg. Strategies
Fall 2010	X	X		X		
Spring 2011	X		X		X	X
Summer 2011	X	X		X		
Fall 2011	X		X		X	X
Spring 2012	X	X		X		
Summer 2012	X		X		X	X
Fall 2012	X	X		X		
Spring 2013	X		X		X	X
Summer 2013	X	X		X		
Fall 2013	X		X		X	X