

MANAGEMENT AND MARKETING MINORS

For non-business majors (students outside of the College of Business), minors consisting of eighteen (18) semester credit hours are offered. At least half of the semester credit hours for a minor (9 semester credit hours) must be taken at TWU. Students must maintain at least a 2.0 GPA (a C average) in minor courses in order to graduate with the minor, and a minimum of 6 semester credit hours in the minor must be upper-level courses. Required courses in each of the minors for non-business majors include the following:

Business Administration

Code	Title	SCHs
ACCT 2043	Fundamentals of Accounting I	3
ECO 1013	Principles of Microeconomics	3
FIN 3053	Business Finance	3
MGT 3003	Principles of Management	3
MKT 3113	Principles of Marketing	3
Plus one upper-level College of Business course approved by a business advisor.		3
Total SCHs		18

Human Resource Management

Code	Title	SCHs
MGT 3003	Principles of Management	3
MGT 3273	Human Resource Management	3
MGT 4103	Training and Development	3
MGT 4303	Employment Staffing	3
Select one of the following		3
ACCT 2043	Fundamentals of Accounting I	
ECO 1013	Principles of Microeconomics	
ECO 1023	Principles of Macroeconomics	
Plus one of the following upper-level business courses		3
MGT 3253	Labor Management Relationship	
MGT 4223	Human Behavior in Business Administration	
MGT 4273	Management of Compensation	
MGT 4293	International Human Resource Management	
Total SCHs		18

Management

Code	Title	SCHs
MGT 3003	Principles of Management	3
MGT 3273	Human Resource Management	3
MGT 4223	Human Behavior in Business Administration	3
MGT 4303	Employment Staffing	3
MGT 4343	Business Leadership Strategies	3
MGT 4523	Diversity in Organizations	3
Total SCHs		18

Marketing

Code	Title	SCHs
MKT 3113	Principles of Marketing	3
Plus five of the following upper-level business courses		15
MKT 3323	Entrepreneurial Service Learning	
MKT 4053	Advertising Ethics	
MKT 4063	Retailing	
MKT 4093	Principles of Selling	
MKT 4113	Marketing Research	
MKT 4133	Promotion Strategy	
MKT 4213	Consumer Behavior	
MKT 4313	Business-to-Business Marketing	
MKT 4353	International Marketing	
MKT 4393	Marketing Analytics	
MKT 4503	Digital Marketing	
Total SCHs		18

Entrepreneurship

Code	Title	SCHs
ACCT 2043	Fundamentals of Accounting I	3
MGT 3003	Principles of Management	3
MGT 3243	Entrepreneurship	3
MGT 4443	Small Business Management (Must be final course)	3
MKT 3113	Principles of Marketing	3
Plus one of the following upper-level business courses		3
MKT 3323	Entrepreneurial Service Learning	
MKT 4093	Principles of Selling	
MKT 4213	Consumer Behavior	
Total SCHs		18