

ENTERTAINMENT MARKETING MINOR

The Entertainment Marketing minor is directed at students who have an interest in pursuing employment in the entertainment industry. Haub School of Business students are eligible for this program with some limitations. This minor is NOT available to Marketing majors. Double minors or exceptions to this policy require approval of the Marketing Department Chair. The required courses and electives are listed below.

MKT 353	Sports Marketing
MKT 354	The Business of Baseball
MKT 363	Sports Analytics
MKT 355	Sports, Selling, & Sales
MKT 365	eSports
Total Hours	18

Requirements Courses for HSB Students

Code	Title	Hours
MKT 343	Entertainment Marketing	3
MKT 342	Music and Entertainment Law	3
Select Two of the Following:		6
MKT 202	Marketing Research	
MKT 301	Integrated Mktg Communications	
MKT 302	Consumer & Buyer Behavior	
Select (2) Music or Sports Marketing Electives:		6
MKT 304	Principles of Selling	
MKT 308	Marketing Analytics	
MKT 312	Selling and Sales Management	
MKT 317	Fashion Marketing	
MKT 341	Music Marketing	
MKT 344	Business of Recorded Music	
MKT 350	Event Marketing	
MKT 351	Business of Sports	
MKT 352	Sports Law	
MKT 353	Sports Marketing	
MKT 354	The Business of Baseball	
MKT 363	Sports Analytics	
MKT 355	Sports, Selling, & Sales	
MKT 365	eSports	
Total Hours		18

Courses for A&S Students

Code	Title	Hours
MKT 201	Principles of Marketing	3
MKT 202	Marketing Research	3
MKT 302	Consumer & Buyer Behavior	3
MKT 342	Music and Entertainment Law	3
MKT 343	Entertainment Marketing	3
Select (1) Music or Sports Marketing Course		3
MKT 304	Principles of Selling	
MKT 312	Selling and Sales Management	
MKT 341	Music Marketing	
MKT 344	Business of Recorded Music	
MKT 350	Event Marketing	
MKT 351	Business of Sports	
MKT 352	Sports Law	