COMPUTER TECHNOLOGY - MARKETING MINOR (MATH AND COMPUTER SCIENCE MAJORS)

The Computer Technology - Marketing minor, a joint minor between the Fermanian School of Business and the Department of Mathematical, Information, and Computer Sciences, is for math and computer science students who desire to enter technology or computer science careers with a greater knowledge of marketing.

Code	Title	Units
Lower-Division Requirements		
ACC 2000	Principles of Accounting for Non-Business Majors [1]	3
CSC 1043 and CSC 1043L	Introduction to Computer Programming and Introduction to Computer Programming Lab	3
CSC 1054 and CSC 1054L	Objects and Elementary Data Structures and Objects and Elementary Data Structures Lab	4
Choose one (1) course from the following:		2-4
CSC 2052 and CSC 2052L	Data Structures in C++ and Data Structures in C++ Lab	
CSC 2054 and CSC 2054L	Data Structures and Algorithms and Data Structures and Algorithms Lab	
Upper-Division Requirements		
CSC 3003	Python and UNIX	3
ISS 4014	Data Base Systems and Web Integration	4
MKT 3032	Principles of Marketing	3
Choose two (2) courses from the following:		6
MKT 3033	Consumer and Organizational Buying Behavior	
MKT 3036	Integrated Marketing and Sales Communication	
MKT 3050	Digital Marketing Essentials	
MKT 4032	Marketing Research and Analytics	
Total Units		**28-30**

[1] The ACC 2001 and ACC 2002 sequence may be substituted for ACC 2000.