

Minor in Performing Arts Marketing

Admission

This minor is open to all Wichita State University students. There may be prerequisites or auditions/placement required for performing arts dance and theatre courses.

Program Requirements

Course	Title	Hours
Required Courses		
MKT 300	Marketing	3
MKT 405	Consumer Behavior	3
Elective Courses		
Select 9 credit hours in DANC or THEA courses		9
Choose one course from the following		3
MKT 407	Mastering the Service Experience: Blueprinting Service Success	
MKT 607	Brand Planning and Promotion	
MKT 690J	Social Media Marketing	
MKT 710	Digital Marketing	
Total Credit Hours		18