

Nebraska Wesleyan University
Catalog 2016-2017

Minor:

Marketing

Departments/Programs:

Business, Accounting and Economics (Undergraduate)

Marketing Minor (18 hours)

| Requirements | 18 hours |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| BUSAD 2000 Principles of Marketing | 3 hours |
| Five electives from the following (at least two courses must be marketing-focused electives). | 15 hours |
| <ul style="list-style-type: none">• BUSAD 3400 Promotional Strategy*• BUSAD 3500 Consumer Behavior*• BUSAD 3600 Negotiation• BUSAD 4200 Marketing Management*• BUSAD 4300 International Marketing*• BUSAD 4600 Business Ethics• BUSAD 4700 Entrepreneurship• COMM 2600 Mass Media• COMM 3200 Persuasive Communication• COMM 3300 Public Relations*• COMM 3600 Principles of Advertising*• JOURN-2640 | |

*Marketing focused electives
