

**Nebraska Wesleyan University**  
Catalog 2019-2020

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"><li>• BUSAD 3400 Promotional Strategy*</li><li>• BUSAD 3500 Consumer Behavior*</li><li>• BUSAD 3600 Negotiation</li><li>• BUSAD 4200 Marketing Management*</li><li>• BUSAD 4300 International Marketing*</li><li>• BUSAD 4600 Business Ethics</li><li>• BUSAD 4700 Entrepreneurship</li><li>• COMM 2600 Mass Media</li><li>• COMM 3200 Persuasive Communication</li><li>• COMM 3300 Public Relations*</li><li>• COMM 3600 Principles of Advertising*</li><li>• IDS-2020</li><li>• JOURN-2640</li></ul>	

\*Marketing focused electives

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