

Nebraska Wesleyan University
Catalog 2020-2021

Minor:

Marketing

Departments/Programs:

Business (Adult Undergraduate)

Marketing Minor (18 hours)

Requirements	18 hours
BUSAD 2000 Principles of Marketing	3 hours
Electives Select five elective courses from the following. At least two should be marketing-focused (indicated with an apostrophe*).	15 hours
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-2601	
COMM-3201	
COMM 3300 Public Relations	
COMM 3600 Principles of Advertising	
COMM-4200	
IDS-2020	
JOURN-2640	